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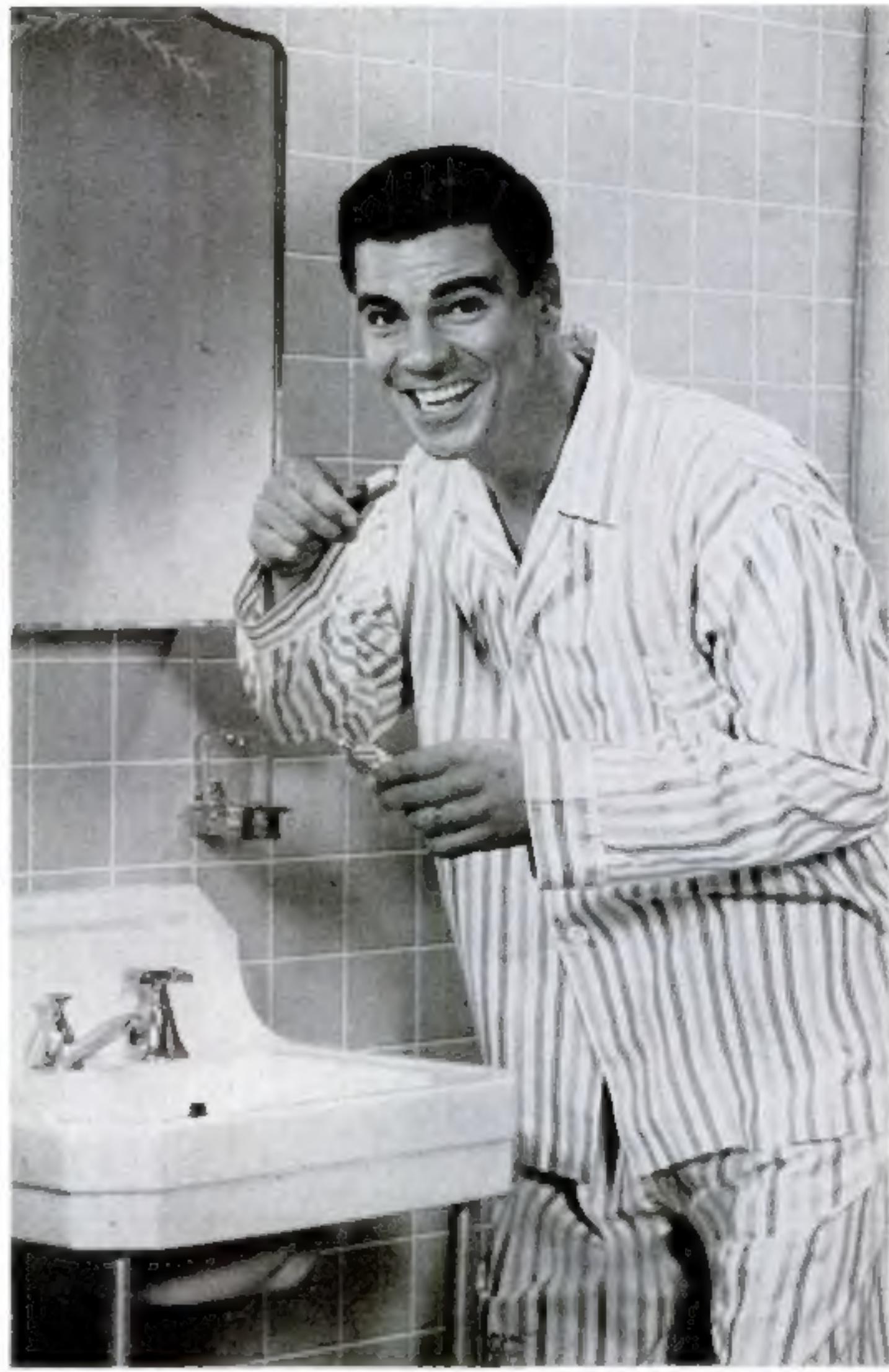
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LETTERS TO THE EDITORS

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JAY FRANKLIN

Sirs:

If Jay Franklin's interpretation of Mr. Truman's expressed hopes for peace (LIFE, Jan. 10) actually represents the feelings of the President, the voters were misled into choosing something they definitely didn't want.

There was one candidate who ran on a platform of conciliation with Russia, and that was Henry Wallace. But the dismal showing of Mr. Wallace proves that the American people wanted to support the bipartisan foreign policy, not that they "dynamited the foundations of the whole Byrnes-Marshall-Forrestal program."

The vicious attack on those responsible for the bipartisan policy is completely unwarranted. The charge that Marshall, Lovett and Forrestal put personal desires for money and power above their duty to their country is a serious one. . . .

In spite of the Wall Street background of some of our top men, it is ridiculous to anyone but a Marxist that a pressure group can run the country for its own exclusive advantage. These men have the most of anyone to lose in a war, even if we win, and they realize that they could do better business in the long run in a stable economy, with freer overseas trade, including trade with the potential buyers behind the Iron Curtain.

There is nothing wrong with an overall settlement with the Soviet Union. But it is not true that a "soft" policy speeds the chances for such a settlement. Relaxing our firm stand would invite an immediate Russian advance.

The U.S. is headed for disaster if Mr. Truman interprets his mandate from the people as Mr. Franklin does. However from the President's remarks on Mr. Franklin's viewpoint we can assume that he does not share the Wallace-like sentiments expressed in the article.

ROBERT C. JOHNSTON
Princeton, N.J.

• President Truman discussed the Franklin article at his Jan. 7 press conference. He said that the article was absolutely without foundation in nearly every instance and every paragraph. Asked by one reporter, "Did you say in nearly every instance?" the President said: Yes, in nearly every instance in every paragraph.—ED.

Sirs:

. . . In Jay Franklin's article I found a clear, lucid statement of policy that I, as a non-Communist, non-Democrat political-science graduate reared in a small Kansas community, now editing a small weekly, can wholeheartedly endorse. Then I turned to your snide little prologue. Frankly, what the hell?

LIFE states that Mr. Forrestal and Mr. Lovett are "capable and honorable public servants." Granted. Franklin does not accuse them of being either inefficient or dishonorable. "Yet Brutus is an honorable man!" Mr. Franklin's point is simply this—no man exists apart from his background. Previous conditioning colors any man's outlook and sense of values. Perhaps it can be honestly and intelligently felt that the "honorable" scale of values held by these men—Lovett, Forrestal, Marshall, et al.—is not the scale of values necessary to create a world of peace where little men can live and let live.

DUANE POSTLETHWAITE
Enterprise-Chronicle
Burlingame, Kan.

Sirs:

I enclose herewith a copy of a letter which I have today sent to the New York Times commenting on the Jay Franklin article:

"I have noted the denial from 'associates of President Truman.'

"A denial from the White House might ordinarily be accepted seriously by the American public, but the fact that less than 24 hours thereafter the White House announced the appointment as Secretary of State of Dean Acheson, who has been noted for his appeasement of the Soviet Union during his former career in the State Department, is in itself a repudiation of the former statement.

"There are many Americans, including myself, who do not believe that the investigations conducted by non-partisan committees of the House of Representatives and of the Senate, authorized by the Congress of the U.S., are 'red herring' in character. These investigations involve former colleagues of Dean Acheson.

"What I deplore more than anything else is that the President of the U.S. should feel that he has the right to commit the U.S. to what presumably will be a policy of appeasement of the Communist government of Soviet Russia, a policy which would be alien to the American form of government, regardless of the result of the recent closely won election.

"If this be treason. . . ."

ARTHUR BLISS LANE

Washington, D.C.

• Arthur Bliss Lane himself served from 1916 to 1947 in the State Department. His last diplomatic post was that of Ambassador to Poland.
—ED.

CONTINUED ON PAGE 4

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scalp feels better...
when you check Dry Scalp



NO NEED TO WORRY about unruly hair, loose dandruff and other signs of Dry Scalp! Just use 'Vaseline' Hair Tonic. A few drops a day will make a great difference in the looks of your hair! Contains no alcohol or other drying ingredients. What's more, it gives double care... to both scalp and hair... and it's more economical, too.

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TOPS IN ENTERTAINMENT: DR. CHRISTIAN, STARRING JEAN HERSHOLT, ON CBS, WEDNESDAY NIGHTS; LITTLE HERMAN, NEW MYSTERY SHOW, SATURDAY NIGHTS, ON ABC. SEE YOUR NEWSPAPER FOR LOCAL BROADCAST TIME.

LETTERS TO THE EDITORS

CONTINUED

Sirs:

... Jay Franklin interpreted President Truman's words as suggesting "that it might be possible to come to an understanding with the Soviet Union." In the quotation that immediately followed, Mr. Truman's words actually were, "There are certain leaders in the government of that country who are exceedingly anxious to have an understanding with us." Mr. Franklin echoes the old Soviet line that the rest of the world, especially capitalistic America, is against the Soviet Union. President Truman's words suggest that Russia can get along with the U.S. any time the Soviet government wishes. There is a difference.

WARREN HIMMELBERGER
Crosvenor Dale, Conn.

MONA

Sirs:

For many years we have been the unfortunate recipients of the generosity of some idiot who has had the continual effrontery of bestowing us with subscriptions to your magazine.

We were for a few days, immediately after the election, soaring high with hopes that you would have possibly folded up after making such excellent asses out of yourselves. But no. Each and every Friday you load poor Uncle Sam's couriers with your weighty trash suitable for the intellectual consumption of a garfish, *viz.* Mona. . . .

ROBERT GLASS
NATHAN DAVIS
New York, N.Y.

FRANCIS LYNCH

Pasadena, Calif.

• Webster's Dictionary, in defining *browse* "to read passages here and there in a book or a collection of books," illustrates with a quotation from the English poet Robert Browning: "To go and browse on Paul's Epistles."—ED.

Sirs:

The headline, "Calvin's Stern Doctrine was Spread Through U.S.," indicates that the author was under the popular impression that John Calvin was the foe of all pleasure and found enjoyment only in depriving others of amusements. Nothing is further from the truth.

I think Calvin's own words best refute this charge:

"Ivory and gold, and riches of all kinds, are certainly blessings of Divine Providence, not only permitted, but expressly designed for the use of men; nor are we anywhere prohibited to laugh, or to be satisfied with food, or to annex new possessions to those already enjoyed by ourselves or by our ancestors, or to be delighted with musical harmony, or to drink wine." (*Institutes of the Christian Religion*, Book III, Chapter 19, "On Christian Liberty," paragraph 9)

... Today many of our Presbyterian ministers would not approve of Calvin's attitude toward the usage of wine. We learn that he sent back a cask of wine to the city council of Geneva not because he did not use wine but because it was a bonus above his regular salary. He refused to go into a tavern with his friend Farel not because he never entered a place where liquor was served but because Farel insisted on paying for both their drinks.

I think the evidence clearly shows that Calvin was just the opposite to the popular conception of Calvinism. It is true that the New England Congregationalists and the Scotch Presbyterians did practice an austerity which has been associated with the name of Calvin since theologically both these groups were Calvinistic. In my considered judgment the austerity of the Scotch Presbyterian came from his unending task of wresting from a harsh soil a good living. When transplanted to America and faced with the rigors of a new land he could not be anything but an austere man. He therefore went to great lengths in setting up laws and regulations diminishing the usage of time for other than gainful employment. Otherwise he would have perished.

I do not think that the John Calvin of Geneva who jested with his friends, who even ran an informal marriage bureau, who enjoyed life to the hilt,



AFGHAN MONA

Sirs:

Mona, the supposed Afghan, is no more a quadruped than I am. If I'm right, Mona is a small boy or girl in dog's clothing.

S. A. CONSOLI
Catholic University
Washington, D.C.

• Afghans are especially good at sitting because of their wide pelvis and long legs. Most dogs, when sitting up, get tense and as a result their legs stick out stiffly in front of them. Mona, however, relaxes. According to her owner, "she has always been just like a rag doll." As to her canine authenticity, Mona is registered with American Kennel Club under her real name, Five Mile's Deva. Mona's father, International Champion Rudiki, appeared on LIFE's Nov. 26, 1945 cover.—ED.

PRESBYTERIAN CHURCH

Sirs:

Your article on the Hollywood Presbyterian Church (LIFE, Jan. 10) was a pleasant reminder of the friendly peo-

CONTINUED ON PAGE 8

"I had to stop her... at any cost..."

THAT'S WHY I PULLED THE TRIGGER!"

Was it the truth... or a false confession... to safeguard a secret so dangerous it was worth the risk of murder? Only the victim knows the real answer... and that lies buried deep in her breast... together with the bullet that struck her down!



"I don't care what she confessed... it's a lie to shield someone else!"

"I'm her lawyer and her best friend... but I'm afraid to defend her!"

"If Susan dies, then she's got to pay the penalty... she's got to!"

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VICTOR JORY · MARY PHILIPS · JAY C. FLIPPEN

A DORE SCHARY Presentation

Produced by HERMAN J. MANKIEWICZ · Directed by NICHOLAS RAY

Screen Play by HERMAN J. MANKIEWICZ

Vicki Baum knows women! In this story, based on her best-seller, "Mortgage on Life," she explores the souls of two

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PICTURES

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Have you got soft, fine "baby" hair you've always had to "baby" when it comes to permanents?

No wonder you worry about ordinary home permanents.

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New! Improved!

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LETTERS TO THE EDITORS

CONTINUED

even though he expected all men to devote one seventh of their time to the service of God and understanding his Word, could be blamed for the development in New England....

RICK LARDNER

First Presbyterian Church
Olathe, Kan.

APOLOGY

Sirs:

In your issue of Nov. 29 you printed an article on Chicago rackets. One of the photographs in that article showed a group of men in a courtroom being sworn in en masse after having been picked up on bookmaking and other charges. Only one man in the picture is identified: State Senator Lawrence Dowd, the lawyer for the other men. This single identification plainly infers that all the other men whose faces are showing are bookmakers. That is not so. The man immediately to the left of State Senator Dowd is a lawyer, Mr. Myron H. Feldman, who happened to be in court that day to defend clients of his own. Your inference, by omission, that he is a bookmaker is damaging to his reputation. As his attorney, I must ask you to clarify the matter by publishing this letter.

JULIUS E. EPSTEIN

Chicago, Ill.



MYRON H. FELDMAN (LEFT)

• LIFE had no intention of representing Mr. Feldman as one of the defendants being sworn in and would deeply regret it if the picture and caption could be so construed.—ED.

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★An actress' hands play a vital part in any role. Just watch Miss Carroll's hands setting a mood, betraying an emotion. They're so graceful in motion, so gracious in repose...smooth...lovely...utterly feminine.



MADELEINE CARROLL, beautiful star of stage and screen, says:

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TRY IT yourself! Massage your hands with Pacquins at night...in the morning...whenever winter weather dries, roughens and chaps your hands. You'll soon see why Pacquins is the favorite hand beauty treatment of so many lovely stars...the largest-selling hand cream in the world!

Your own two hands will tell you why! They'll be so much smoother, so much softer...so beautifully groomed...truly romantic!

Keep that jar of snowy, fragrant Pacquins within reach. Use it regularly, especially in hand-roughening wintertime. Pacquins is non-greasy, non-sticky. And Pacquins is so easy to use...no waste, no spilling, and never any unpleasant after-film.

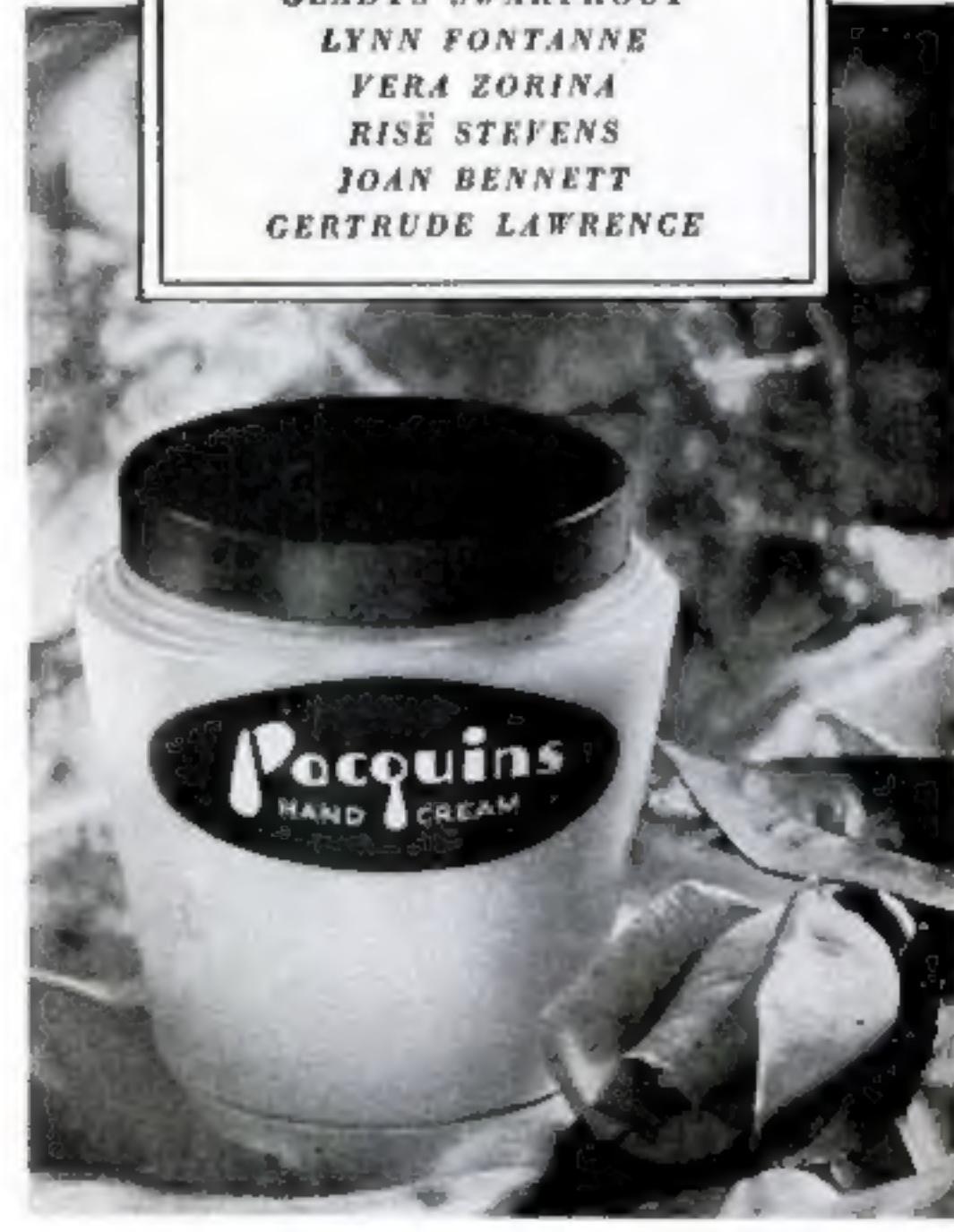
For hands you'll be proud of...he'll be proud of...do as lovely Madeleine Carroll suggests...and cream, cream, CREAM them regularly...with Pacquins!

CATHERINE HART, R.N., agrees: "Me, without a jar of Pacquins handy? Never! You see, nurses and doctors are always scrubbing their hands. Actually 30 to 40 times a day. It takes a cream like this to protect our hands. And Pacquins was originally formulated for nurses and doctors."

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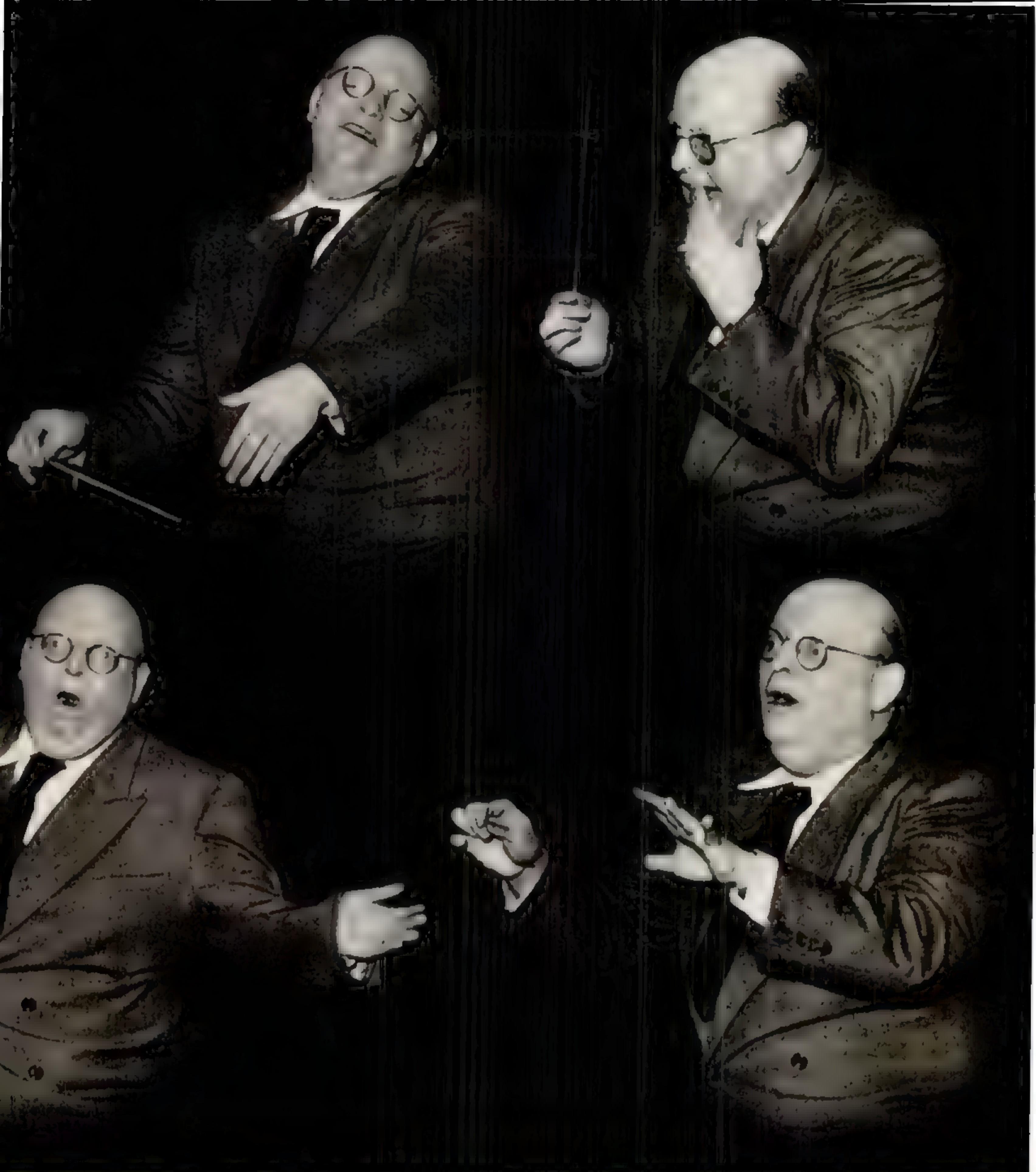
Pacquins HAND CREAM

Also, for extra dry skin, Red Label
Pacquins—contains lanolin



EXPRESSION OF JOSEF KRIPS CHANGES AS HE REHEARSSES MOZART IN LONDON. AFTER A HAPPY START (UPPER LEFT), HE SMILES, ROCKS

SPEAKING OF PICTURES... ... A VIENNESE CONDUCTOR'S FACE MIRRORS THE MUSIC HE MAKES



GENTLY UNTIL SOMETHING HAPPENS. PLUCKING HIS LIP, HE IS STUNNED, OPENMOUTHED AND FINALLY GIVES WAY TO BALD HORROR

The function of an orchestra conductor's face is generally to inspire, soothe or intimidate his musicians. But with Josef Krips, the effects are reversed. The things the orchestra does during a performance inspire, soothe and alarm the maestro as these pic-

tures show. Krips' face, set in a more placid mold than is fashionable among modern conductors, runs a lively gamut from benignity to utter consternation. However it helps produce good music. As guest conductor of the London Symphony, Krips, who

conducts the Vienna Opera, roused the enthusiasm of players, critics and audiences, got a contract to play in the U.S. next season and was more successful than another, more conventionally demonstrative London guest conductor shown on next page.



SPEAKING OF PICTURES

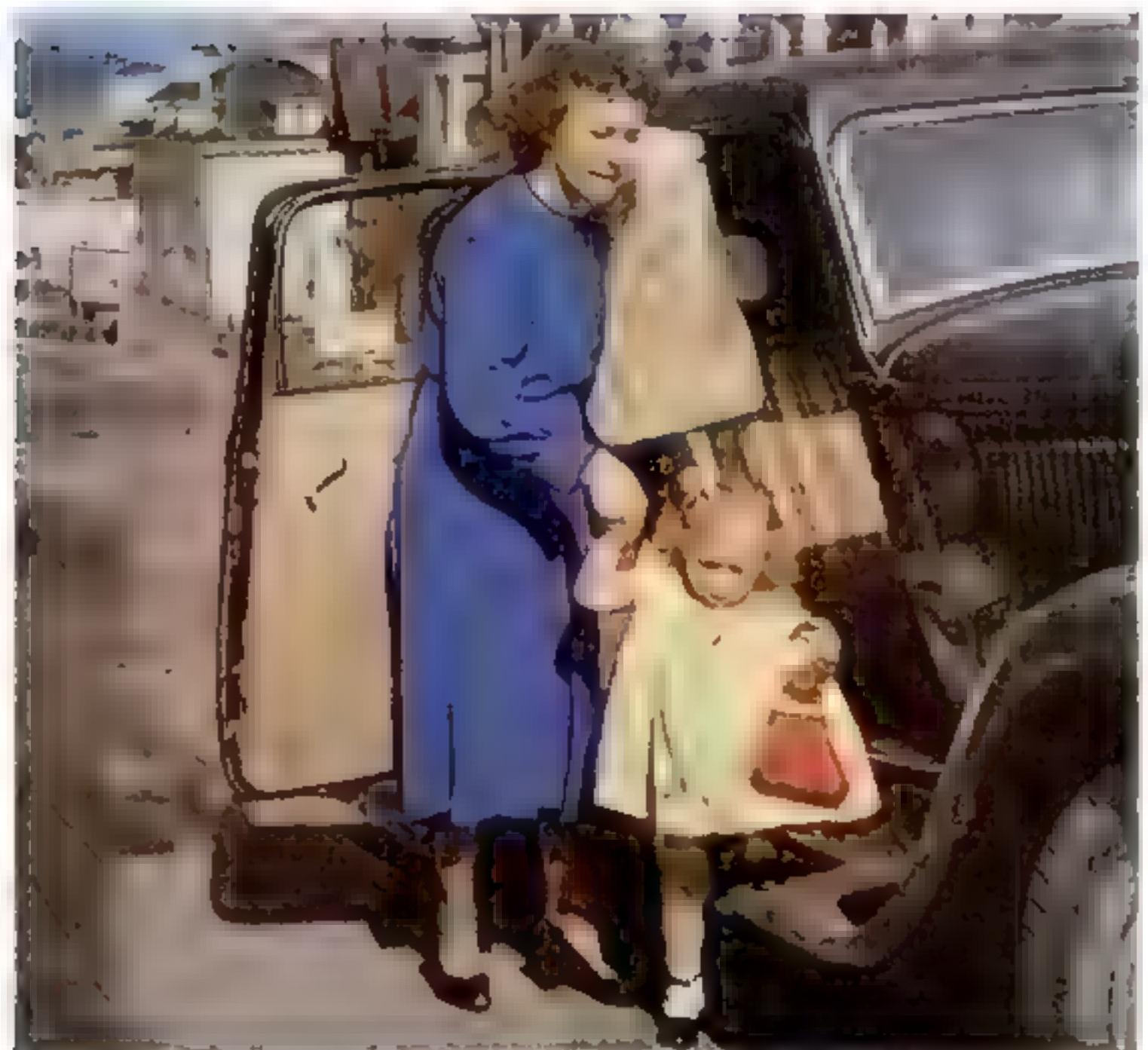
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CELIBIDACHE

The arresting features above belong to Romanian-born Sergiu Celibidache, who was a guest conductor this season with the London Philharmonic Orchestra. Celibidache sets out to overpower the orchestra, using as a weapon his shock of wiry hair which stands on end, waves wildly, obscures his face. He augments this with loud snorts, whistles, hisses. London critics mildly described his music as "curious . . . puzzling."

Ask Mrs. Cuneo, Mr. Bass and Mr. Saxton - or over a million others!



MRS. ALBERT CUNEO, business woman, San Francisco, Cal.: "I've had Super-Cushions on my car since 1947—and they've just made a new car out of it! I even got a smooth ride over the cobblestones on Polk Street! The car hugs the road better on turns, and I love the quicker stops I'm able to make in traffic. I feel so much safer!"



H. B. BASS (right), farmer, Munford, Tenn.: "My new car came with regular tires, and I changed over to Super-Cushions right away. I immediately noticed a tremendous difference in the way the car rides and handles. I have to drive over a lot of rough country roads, and with low-pressure Super-Cushions, the bumps, jars and rattles just disappear."



WALLACE S. SAXTON, First Selectman, Bethany, Conn.: "Super-Cushions even take the jolts out of choppy dirt roads. I get much better traction, too—no skids or slips, and much safer stops when the pavement's wet."

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Ordinary ride

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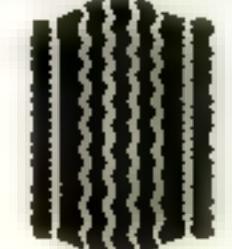
Super-Cushion



New softer ride

**24 lbs.
of air pressure
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Bigger "footprint" New greater traction



Modernize the riding qualities and safety of your car. Super-Cushions will fit its present rims! With Goodyear's great LifeGuard Safety Tubes, they give you the *last word* in modern motoring comfort and safety. See your Goodyear dealer!

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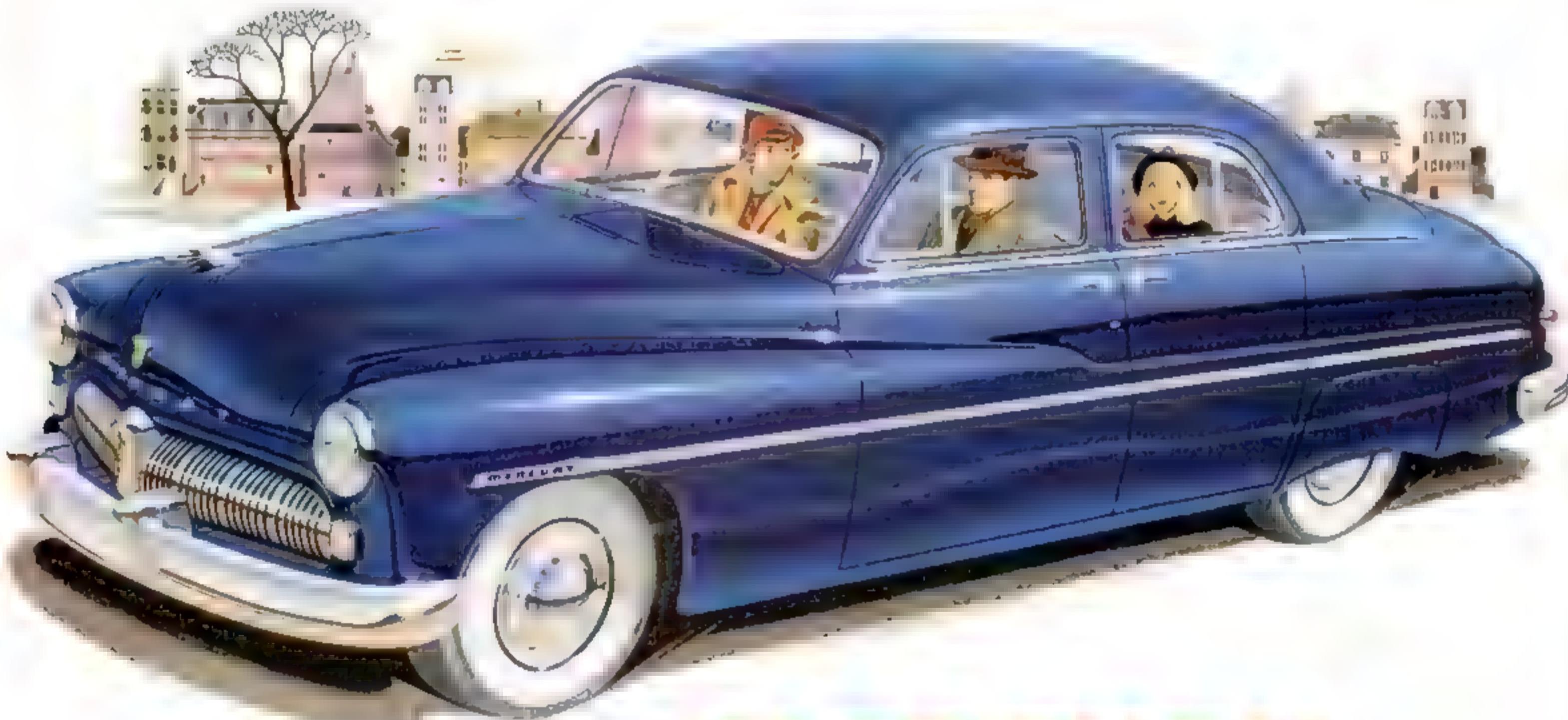
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Remember

"More people rely on
LUDEN'S
than any other
COUGH DROPS"

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T-N-T
POPCORN
for cozy evenings

Vol. 26, No. 5

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January 31, 1949

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LIFE



LIFE'S COVER

A deep chest, almond-shaped eyes, a square jaw and a pair of drooping but matched ears are among the attributes which have made a champion out of The Dream Boy of Chalburn, a 4½-year-old cocker spaniel. To look his best for dog shows and photographers, Dream Boy sits silently for hours while his owners, Mr. and Mrs. W. Chalmers Burns of Ridgefield, Conn., primp his hair and trim his toenails. Though Life Photographer George Karger had trouble getting good pictures of other champions (pp. 40-48), and even had to coax one owner to give his dog a shot of gin, he had no such difficulty with Dream Boy. This picture is the first he took.

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ORANGES

Beginning in next week's
LIFE

The Second Volume of THE WAR MEMOIRS

OF THE RT. HON.



WINSTON CHURCHILL

O.M., C.H., M.P.

"Their Finest Hour"

Publishing history was made by the first volume of Mr. Churchill's war memoirs. LIFE and newspapers in more than 40 countries printed excerpts from it. In England the first edition of more than 200,000 copies was sold out in a few hours, and in the U.S., seven months after publication, it is still a best-seller. Now, in *Their Finest Hour*, Mr. Churchill carries his story into the stirring period when France fell, when Britain fought on alone and when his correspondence with President Roosevelt brought the two men to the beginnings of their enduring friendship. From his pages men and events emerge dramatically, re-created as they were in the days when millions of people listened to Mr. Churchill on the radio affirming that the cause of freedom was not yet lost. Throughout is revealed a warmly human portrait of a great leader. Next week LIFE begins the exclusive U.S. magazine publication of this history. *Their Finest Hour* will be condensed in seven instalments. The theme of this volume is: "How the British people held the fort alone till those who hitherto had been half blind were half ready."

IN THE INAUGURAL PARADE AFTER TAKING THEIR OATHS THE PRESIDENT AND ALBEN BARKLEY ARE ALL DRESSED UP AND GRINNING HAPPILY FOR THE CROWDS



The home of your pleasure
is requested at the moment
attending the Inauguration of the
President of the United States
January twentieth
One hundred forty nine

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1920



CAPTAIN HARRY WAS A HABERDASHER when this picture of a Battery D reunion was taken in Kansas City 29 years ago. Truman (No. 1) took his glasses off for the picture. Eugene Donnelly (No. 2) sat at Truman's table, as did the chaplain, Father

L. Curtis Tiernan (No. 4), and Morris Riley (No. 3) stood at the rear. A few of Captain Harry's boys were getting a little bald already, but they still resembled the hard-hitter bunch that had got into fist fights with other outfits all over France two years earlier.

1949



CAPTAIN HARRY WAS PRESIDENT when this picture was taken last week, but his men still called him Captain Harry. The inauguration attracted more boys than the 1920 gathering. Twenty-nine years later Donnelly and Riley (Nos. 2 and 3) looked a

little paunchier up there at the speaker's table with the captain (No. 1). So did their old chaplain (No. 4, also on opposite page). Captain Harry issued one order. "After 1 o'clock I don't give a damn what you do, but I want you to stay sober until then."

"CAPTAIN HARRY" IS HOST TO BATTERY D

His old buddies are prize guests of all the visitors at inauguration

by JAMES BELL

Battery D, the old Kansas City outfit captained by Harry Truman in World War I, received a letter on White House stationery. On Inauguration Day, the President said, he would love to have the "boys" as his breakfast guests. The time, 7 a.m. sharp. "You know I'm going to be pretty busy that day so we'll have to get moving." And afterward, the President added, he would like to have "as many of the battery as can walk" to march in his parade.

The boys were delighted. Late on the Monday night before inauguration they began showing up at Kansas City's Union Station. Many were convoyed to the train by their wives and turned over to the chaplain, bald, ruddy Monsignor L. Curtis Tiernan. But Battery D's Irishmen were always a wild bunch and the good Father Tiernan was never one to try very hard to play watchdog.

On the special train the men's room in car K-3 was immediately converted into a bar—a simple move because Battery D men drink from the bottle and scorn chasers. A crap game started in car K-2. The boys were obviously prepared to raise hell all night, and the trainmen looked worried. But Battery D's men were getting a little old for high jinks. Some of them soon went off to bed. The others settled down to quiet talk and memories—about the time they raided a wine train by drilling holes in the wooden tank cars, about how one of them sold some of the battery's horses to get cognac money, about how they stole 1,600 pounds of cocoa from a YMCA canteen which refused to serve them. Truth to tell, the boys admitted, they hadn't thought much of Captain Truman at first. He didn't cuss and he didn't get drunk. "We thought he was a bit prissy," somebody recalled. "He was a sort of book soldier, all serious. We had a story going around about the way he bawled out two soldiers who went AWOL. 'You, you!' he shouted. 'You spoiled our record, you nasty things, you!'" Yes, Battery D was ready to give Captain Truman the same treatment as its previous commanders—who were worn out and eager for a transfer in no time at all.

Then had come Battery D's baptism of fire. In the middle of the night they were moved to a bald, exposed knoll in the Vosges Mountains and ordered to start shelling. The Germans returned the fire. The first salvo was over Battery D's heads. The next was short. Somebody cried, "They've got us bracketed! Every man for himself!" Captain Truman pulled out his .45 and shouted over the din, "I'm gonna shoot the first ----- who leaves his gun!" The men, more amazed by his sudden use of profanity than anything else, stuck to their guns. By the end of the war the men liked him so well that they chipped in \$400 to buy him a giant silver loving cup.

In Washington, Battery D went right to Mass. ("In the old days," somebody said, "we'd land somewhere, get in a fist fight and then we'd go to Mass.") Everybody was on time for the breakfast. In the parade Battery D, swinging along with its canes, looked a little weary and paunchy. But the men marched erectly and did their old battery commander proud.



SALUTING WITH CANES, boys of Battery D whoop it up as fair notice that they have arrived in Washington.

All told, 98 of the 138 living members made the trip, with 20 of the most domesticated taking their wives along.



FOUR MEMBERS are photographed on their train. At left is Harry ("Cue Ball") Whitney, who got his nickname because he was bald even in 1918. Next is Edward Meisburger, who became the city editor of the old Kansas

City Journal-Post. Third is Monsignor Tiernan, who always loved the boys even though they gave him a rough time in France. At right is Tommy Murphy, who is now on the wagon but was once the rough-and-tumblest of all.



IN PARADE the men of Battery D, with canes and armbands, march beside the President's car. Along the chilly

route only two of the men dropped out—one because of a stitch in his side, the other from just plain fatigue.



PRINCIPALS AND SPECIAL GUESTS sit in first row of stand for Truman's address. They are (from left)

Barkley's son David, daughter Mrs. Max Truitt, Margaret Truman, Mrs. Truman, Supreme Court Clerk Charles

Copley, (who held the two Bibles Truman used), House Speaker Sam Rayburn's sister Lucinda, Speaker Ray-

THE INAUGURAL ADDRESS

President vows to stand firm against Russia

Harry Truman placed his left hand over two Bibles—an expensive Gutenberg replica presented by the good folk of Independence and the plain ordinary one used to swear him in after President Roosevelt's death. Chief Justice Fred Vinson slowly read the oath of office. The President repeated the words, clearly and solemnly, and then bent over to kiss the Bible. It was now 12:29 p.m. and he was once again—after a 29-minute lapse since his inherited term had expired—President of the U.S. He stepped up to the microphones, opened a tan leather manuscript case and told the crowd in front of the Capitol what the President thought about the world and especially about Russia.

If Moscow had been looking for soft words at the start of the new administration, it must have been sorely disappointed. "Above all else," said the President, "our people desire, and are determined to work for, peace on earth—a just and lasting peace—based on genuine agreement freely arrived at by equals. In the pursuit of these aims the U.S. and other like-minded nations find themselves directly opposed by a regime with contrary aims and a totally different concept of life.... Communism is based on the belief that man is so weak and inadequate that he is unable to govern himself. [It] subjects the individual to arrest without lawful cause, punishment without trial and forced labor as a chattel of the state. [It] holds that the world is so widely divided into opposing classes that war is inevitable." Prefaced by this blunt talk, the President laid down these promises to the world: 1) the U.S. will continue to support the United Nations, 2) it will keep "full weight" behind the European Recovery Program, 3) it will offer military assistance to "freedom loving nations" in the form of a North Atlantic security pact and 4) it will embark on a nonimperialistic program of spreading its technical know-how to increase production and the standard of living in countries now suffering from lack of economic development.



VIEW FROM CAPITOL ROOFTOP SHOWS PART OF CROWD OF 130,000 LISTENING TO PRESIDENT'S



burn, Chief Justice Vinson, Truman, Barkley, Associate Justice Stanley Reed, Phil Regan (who sang the national

anthem). Arizona's Senator Carl Hayden, House Majority Leader John McCormack, Senate Secretary Leslie Bit-

le. In second row: Cabinet Members Forrestal (between Hayden and McCormack) and Clark (right of Forrestal).



SPEECH. ELEVATED STAND AT CENTER WAS FOR NEWS AND TELEVISION CAMERAMEN



AFTER TAKING HIS OATH OF OFFICE HARRY TRUMAN BOWS TO KISS THE BIBLE



THESE ARE THE VARIED FACES THAT GREETED PRESIDENT TRUMAN WHEN HE LED PARADE ONE MILE TO WHITE HOUSE REVIEWING STAND. JAMS LIKE THIS ONE AT 14TH



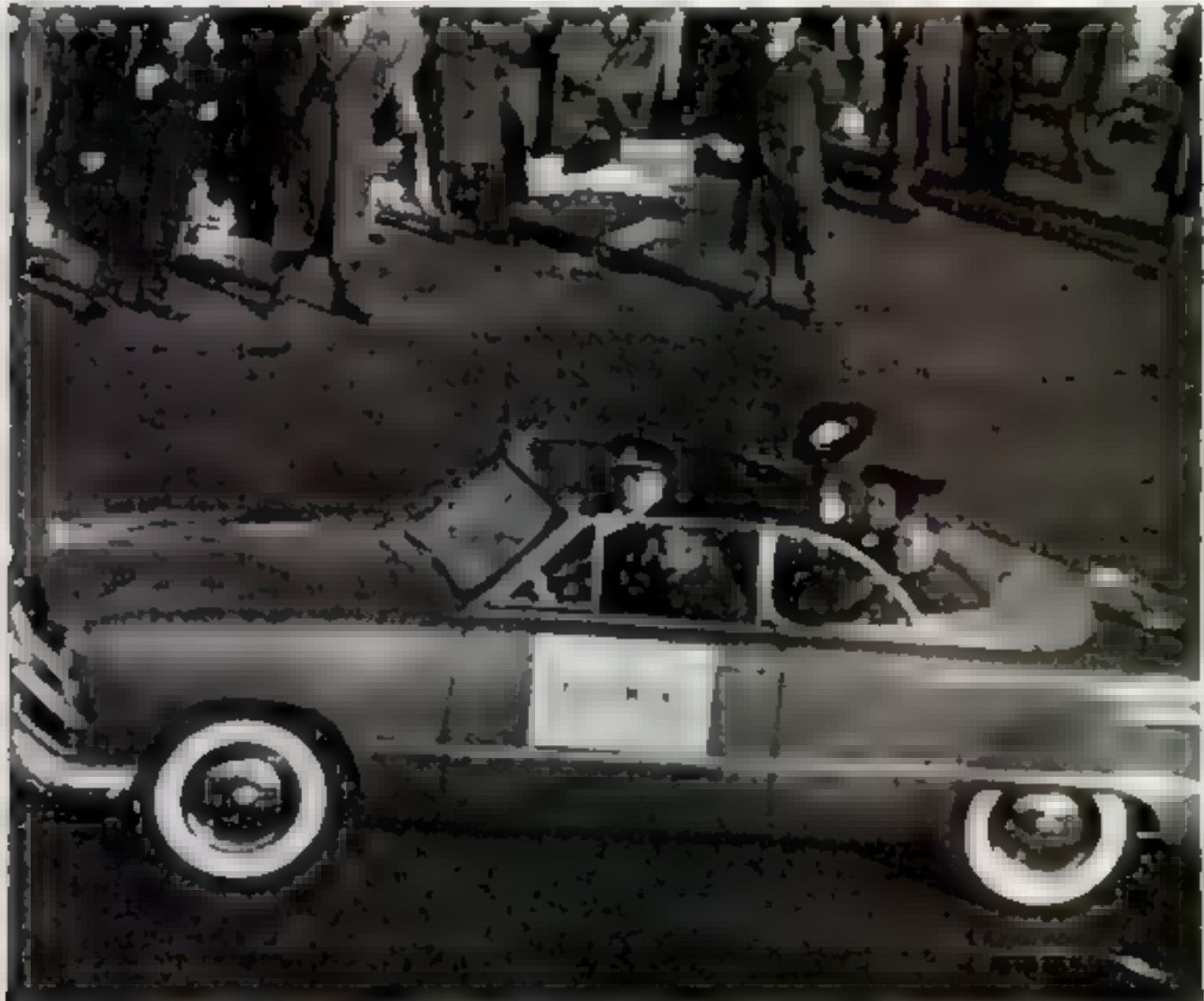
"WHISTLE STOP EXPRESS" is West Virginia's entry in parade. Night before, at the preinaugural stage show it was wheeled right into armory and pulled through crowd.



MISSOURI MULES, natives of Lamar, Mo., like the President, draw Lamar's special float be'n id Missouri, float in parade. The mules' noses were powdered for the occasion.



STREET OCCURRED AT MANY INTERSECTIONS ALONG PENNSYLVANIA AVENUE. TO ACCOMMODATE THE CROWDS, ALUMINUM REST ROOMS ON WHEELS WERE PROVIDED



SOUTH CAROLINA DIXIECRAT J. Strom Thurmond, who split from Democratic party, rides with wife ahead of his state's float. He waved to Truman, got a frosty stare.



PETRILLO'S FLOAT features familiar tune and the best swing band of the parade. Petrillo celebrated inaugural week by making Truman life member of musicians' union.



FUNNIEST MOMENT OF WEEK FOR TRUMAN WAS HIS IMITATION AT ELECTORAL COLLEGE DINNER OF RADIO COMMENTATOR KALTENBORN. IT BROUGHT ROARS FROM

TRUMAN'S BIGGEST WEEK

In his frank Missouri way he openly shows his glee, his seriousness, his humility and a little gloating

by ROGER BUTTERFIELD

On Inauguration Day of 1949 the bands played *I'm Just Wild About Harry* and the President of the U.S. danced a happy little jig to keep time. Harry Truman is our first first-name President since Teddy Roosevelt, and he is one of the easiest Presidents to know that the country has ever had. On what was probably the most satisfying day of his life he was rollicking, solemn, jaunty, stern and mischievous by turn. Like the honest Missouri extrovert that he is, he did not try to hide his moods—the crowds and the cameras saw them all.

He was grim and pensive when the long lines of cape-swinging West Point cadets strode by in the big parade—one could almost read on his face the thought, "I hope to God these fine boys are never blown to bits in another war." He roared with laughter when a veteran who was under the weather stumbled past, his overseas cap askew and his feet pursuing a zigzag course along the pavement. When a chubby little girl majorette stopped in front of the President's reviewing stand and turned a very special cartwheel for him, Truman beamed like a proud grandpa and clapped his gloved hands in an anxious effort to show that he was pleased.

The President beat time with his hands to the *Marine's Hymn* ("Halls of Montezuma"), waggled his head to the catchy strains of *Dixie* and swayed to some of the jazzier tunes. Some of his widest grins went to the musicians' union float, the actions of a Jackson County, Mo. outfit dressed like a sheriff's posse and the sight of his Under Secretary of the

Interior, unpretentious Oscar Chapman, riding by in a top hat. He nearly split his sides laughing at a governor who was befuddled, possibly by too much early day conviviality, to the point of turning in the wrong direction and waving at the cameramen across the street instead of at the President.

During the parade the President and Alben Barkley drank coffee from large cups, and as the day wore on they began drinking something else occasionally from smaller cups. Whatever the contents, it seemed to add immeasurably to the mood on the reviewing stand. The President and Barkley told each other a lot of funny stories—what they were probably no one else will ever know. General Vaughan broke in to tell several himself; one of the Vaughan stories made Mr. Barkley laugh so hard—holding the very bottom of his stomach with his two hands and leaning backward—that he nearly fell down.

When the Dixiecrat Governor of Georgia, Herman Talmadge, rode up to the President's platform in the back of his open car, Harry Truman pulled a trick which made thousands gasp. Up to that moment he had been waving cheerfully at the various state governors. But when he spied his Southern campaign foe, he hurriedly turned and crowded in front of Vice President Barkley in such a way that neither one of them could signal a greeting. The Talmadge chauffeur slowed and drove close to the presidential stand, but all that Talmadge got was a long look at the presidential back. After he passed Truman turned and glanced after his car with a satis-

fied grin. It was clear that the snub was deliberate.

Later South Carolina's J. Strom Thurmond, the erstwhile Dixiecrat candidate for President, got a rougher brush-off. As his car approached, Truman squared his shoulders, harrumphed and got set. He bared his teeth in a steely grimace and his eyes looked straight ahead. He continued to look straight ahead as Thurmond drew abreast, waving and bowing. At some point their eyes must have met, but there was not the faintest twitch of recognition on the President's face. A ripple of appreciative laughter ran through the crowd, and one spectator exclaimed, "Boy, that was the real deep freeze!"

Probably it was petty, but it was also human, and Harry Truman, as most people know by now, is a very human character. The night before his inauguration he turned the big electoral college dinner into a comedy scene by publicly mimicking a couple of pompous radio commentators. It wasn't dignified, but it was funny, and everybody who was there enjoyed it immensely (above). Just a few months ago he was bedeviled, belittled and laughed down as perhaps no President in office since the days of John Tyler and Andrew Jackson. Now he was the big winner, and he would have seemed inhuman if he hadn't taken a little advantage of it.

At an earlier affair a Democratic contributors' luncheon, the President had stopped the music and the jokes to give his friends a humble estimate of himself. "I'm just an ordinary human being who has been lucky—or unlucky, whichever way you



THE GUESTS, INCLUDING JIM FARLEY (BOTTOM RIGHT)

want to look at it," he said. "I've always said that I am sure there are a million men in the United States who could do the job much better than I can. But I have the job, and I have to do it, and the rest of you have got to help me."

A Washington newspaperman, Tris Coffin, told another illuminating incident in his column on Inauguration Day morning. The President, he wrote, was talking to a Republican senator in his office when the senator asked him curiously, "Harry, don't you sometimes feel overwhelmed by your job?" For answer the President stepped over to a large revolving globe, turned it entirely around with his finger and said quietly, "All the world is focusing on this office." Then he turned, looked the senator in the eye and said, "The nearest thing to my heart is to do something to keep the world at peace. We must find a way to peace, or else civilization will be destroyed and the world will turn back to the year 900." The senator (Tobey of New Hampshire) was so impressed that he gave Truman's hand an extra hard squeeze of understanding as they parted.

This mood of sober purpose seemed to affect all the inauguration festivities, which had been advertised in advance as the biggest and most frenzied ever. They were big, but not frenzied. There was absolutely nothing to compare with the hordes of Democratic partisans who smashed White House furniture and kicked over tubs of punch at Andrew Jackson's inaugural party in 1829.

The people who turned out for this inaugural day hummed and even occasionally sang *I'm Just Wild About Harry*, but their actions were far from wild. They liked Harry Truman, obviously, and they enjoyed seeing him have a good time. They believed he would really try to do all the things he promised he would. And they hoped, probably more deeply and fervently than they showed, that he would succeed.



FIRST OVATION came day before inauguration from crowd in Mayflower lobby as he left Democrats' luncheon.



LATE TO BED, President left for Blair House at 1:30 from National Guard Armory after inaugural eve Gala.



REVIEWING PARADE, he took a Western hat from a Los Angeles "cowboy" and smiled almost constantly.



AT THE INAUGURAL BALL he finally rested in box with Mrs. Truman, stayed off the dance floor all evening.



DOUBLE HANDSHAKE, a Truman gesture, went to Missouri's Governor Smith and "colonel" at state party.



EARLY TO RISE, Truman breakfasted at 7 with boys of Battery D, tried out a gift cane on way home (above).



SERIOUS MOMENT came as MP battalion marched by. He and Barkley had been standing two hours already.



LEAVING THE BALL, at 1:40 a.m., he went to bed at 3. He was up again at 5:30 to start last round of events.

Inauguration CONTINUED



LIGHTING UP THE SKY, the inaugural fireworks are over Washington. Displays were set off inaugural eve and

inaugural night. This picture, taken atop Washington Monument, looks north toward downtown Washington.



SPECIAL DISPLAY is fireworks presentation of Truman. Washington was only other Pres. to so honor.



AT FORMAL RECEPTION Host Joseph Davies (center) and wife greet Florida's Governor Warren (left), his secretary and Florida's Senator Claude Pepper (right).



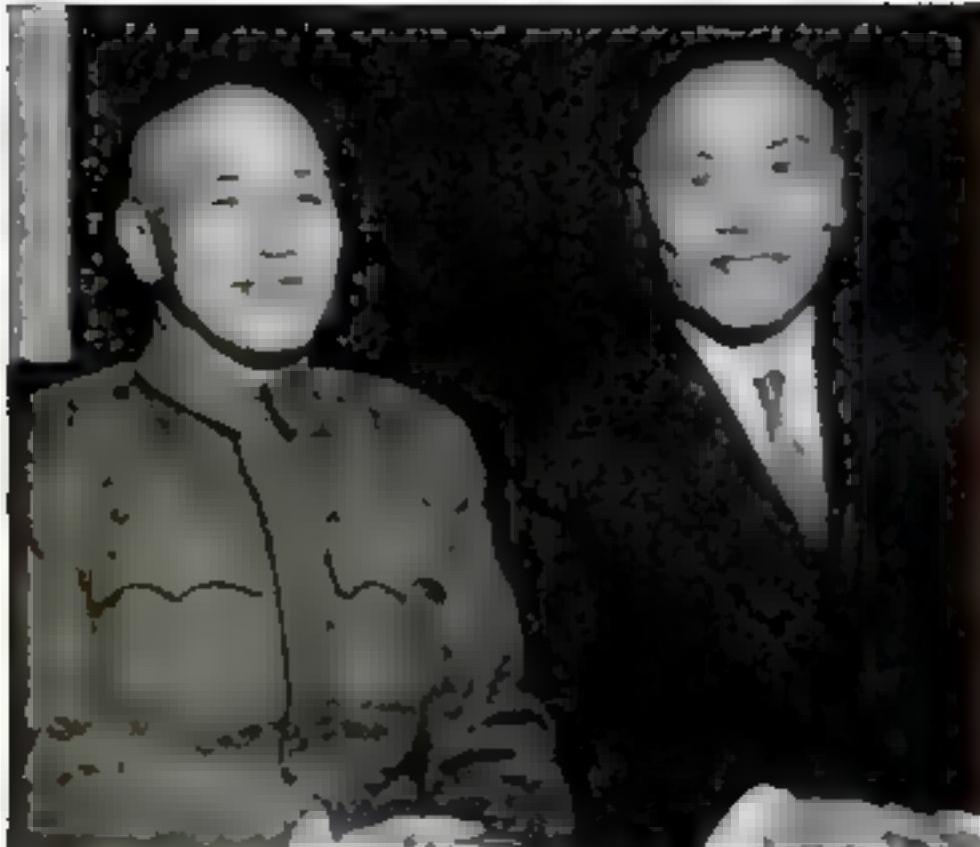
MARGARET DANCES at inaugural ball with Major William Zimmerman, White House aide. The tulle shoulder bow kept slipping, but she managed to keep it in place.



FEMININE AUTOGRAPH SEEKERS hound Eisenhower at ball, some even getting his signature on evening gloves. Eisenhower finally gave up and left the ball early.

EXCITEMENT OF THE LONG INAUGURAL PROGRAM WEARS OFF
AND 18-MONTH-OLD JULIA MAE JINNETTE GOES TO SLEEP





CHIANG WITH VICE PRESIDENT LI LAST DECEMBER

CHIANG GIVES UP AND AN ERA ENDS

**Red triumph closes eventful phase
in China's rise from medievalism**

Generalissimo Chiang Kai-shek gave up and an era ended in China last week. "To lessen the hardships of my people," as he put it in a last statement, Chiang turned over his crumbling government to Vice President Li Tsung-jen and flew southward to his family home in Fenghua. There, in the graceful Chinese phrase, he would "sweep the tombs of his ancestors" while Li tried to make peace with the victorious Communists. Chiang's statement did not commit him to permanent retirement, but for practical purposes his era was over. Chiang's era—the era of the Kuomintang—had begun 37 years before when a rebellious little doctor named Sun Yat-sen overthrew the 268-year-old Manchu dynasty. Chiang Kai-shek, who is 61, succeeded to Dr. Sun's leadership of their national party, the Kuomintang; his period of personal power began a year after Stalin's, in the days when Franklin Roosevelt was recovering from paralysis and Harry Truman was getting into politics in Jackson County, Mo.

Measured on the long scale of China's history, the Kuomintang era was not a long one. Some of China's dynasties had ruled for centuries—the Kuomintang coup in 1911 killed off a Manchu dynasty which had come into power 22 years after the Pilgrims landed in America. Its last great personality, the Empress Dowager Tzu Hsi, took power in the first year of America's Civil War and died in the year that Taft was elected President. Yet in many ways Chiang's era was the most notable in China's varied cycle. After centuries of dynastic stagnation, the Kuomintang came with the air age and the onrush of 20th Century modernity. It was a period of great achievement, great corruption, great names and great events, some of which are evoked by the pictures on these pages. It brought political innovation, a literary renaissance, the beginnings of breakaway from old forms in music and art. The intermixture of customs in China is still such that the two most useful means of transport are the ricksha and the C-46. In the change to Red domination the collision of attitudes will certainly continue. Historians may yet conclude that the end of the era pictured here must rank with the great tragedies of history.

THE RISE AND FALL OF THE KUOMINTANG



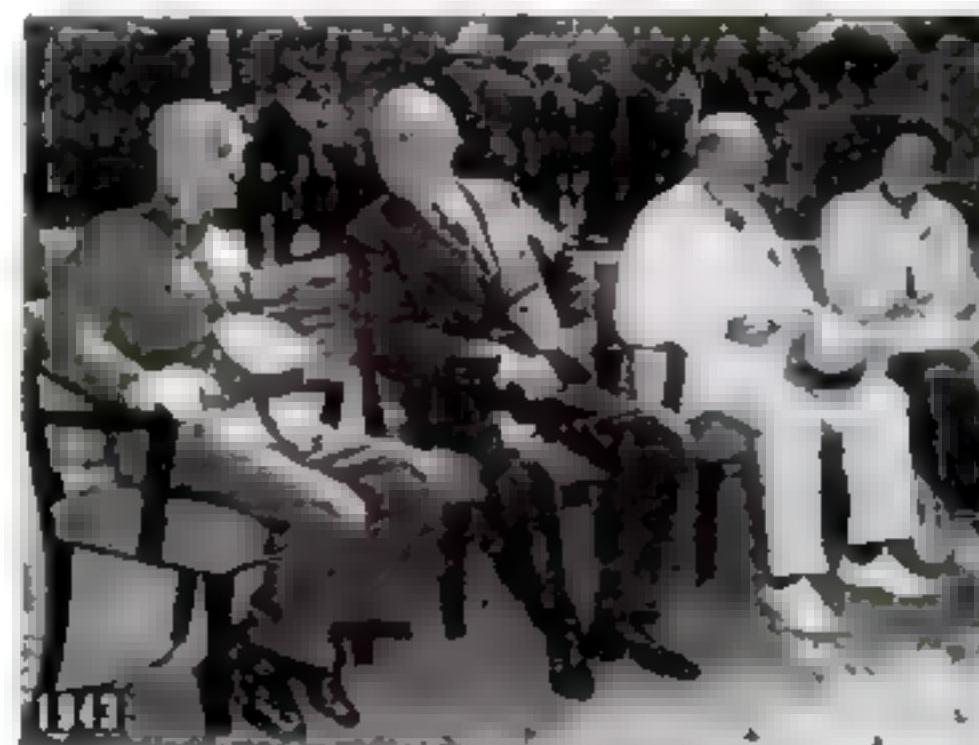
END OF THE MANCHUS. China's last dynasty, was near when Empress Dowager Tzu Hsi (third from left) died in 1908. A Chinese Queen Victoria, she was an imposing figure. At her passing China was ready for revolution.



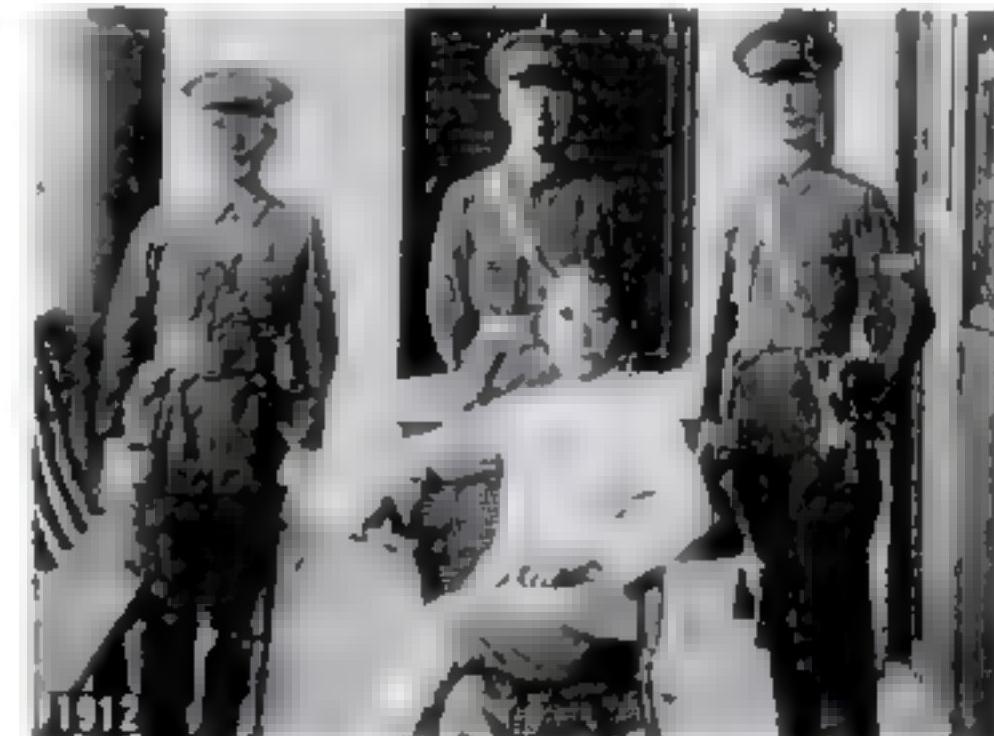
CHIANG AND WARBORDS fought out issue of local autonomy vs. central authority in battles ending in national victory. Warlords temporarily on his side were Marshals Yen Hsia-shan (left) and Feng Yu-hsiang (center).



THE AIR AGE came tragically to China with Japan's bombers. This famous picture, made after raid on a Shanghai rail station in 1937, shocked the world. It turned out to have been "planted" by enterprising photographer.



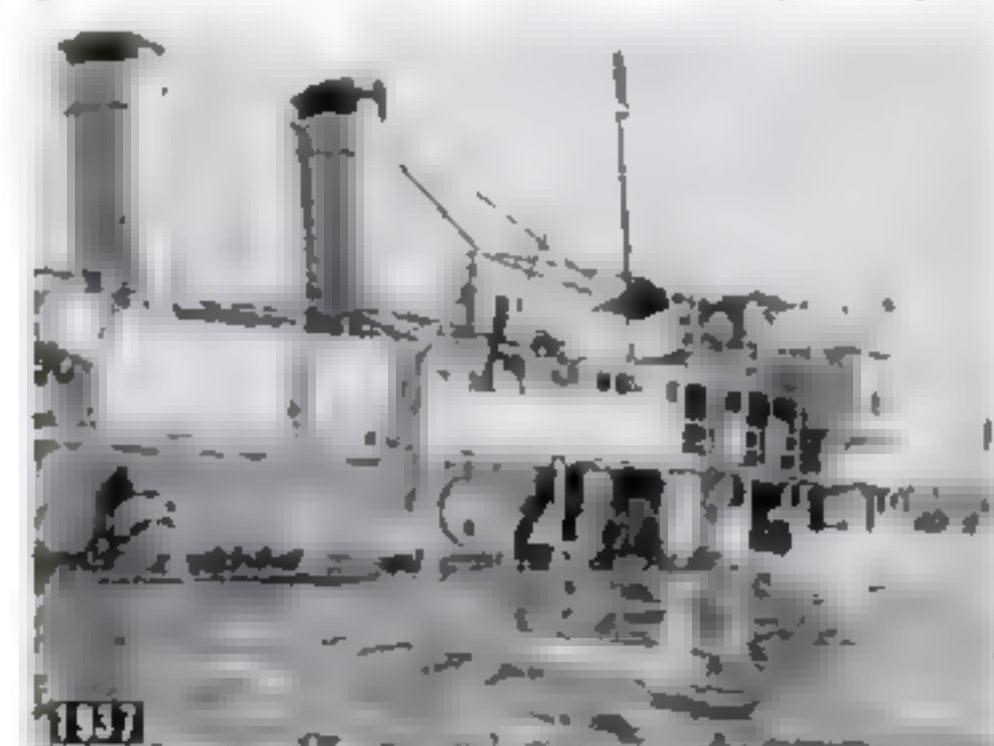
BIG FOUR period saw a Chinese statesman, Chiang, in the top league with Roosevelt, Churchill, Stalin. At Cairo (above), with Stalin absent, Chiang thought he was well on the road to a great personal and national triumph.



KUOMINTANG ERA began with the Revolutionist Sun Yat-sen (seated). He led a democratic revolt in 1911 and became president of republic the next year. Chiang (standing, center) in early days was a promising officer.



WAR WITH JAPAN began for China with "Mukden incident" on Sept. 18. Japan's mechanized forces (above) invaded and overran China's rich northeast. Chiang's government lacked the strength for military reconquest.



U.S. INVOLVEMENT was foreshadowed by "Panay incident" on Dec. 12. Japs bombed U.S. gunboat Panay, killed three, called it mistake. U.S. assented, convincing Tokyo that U.S. would not oppose aggression in China.



VICTORY OVER JAPAN found Chiang, national hero in Chungking, facing renewed struggle with Communists determined to seize Manchuria and set up local governments in their areas. China moved toward new civil war.



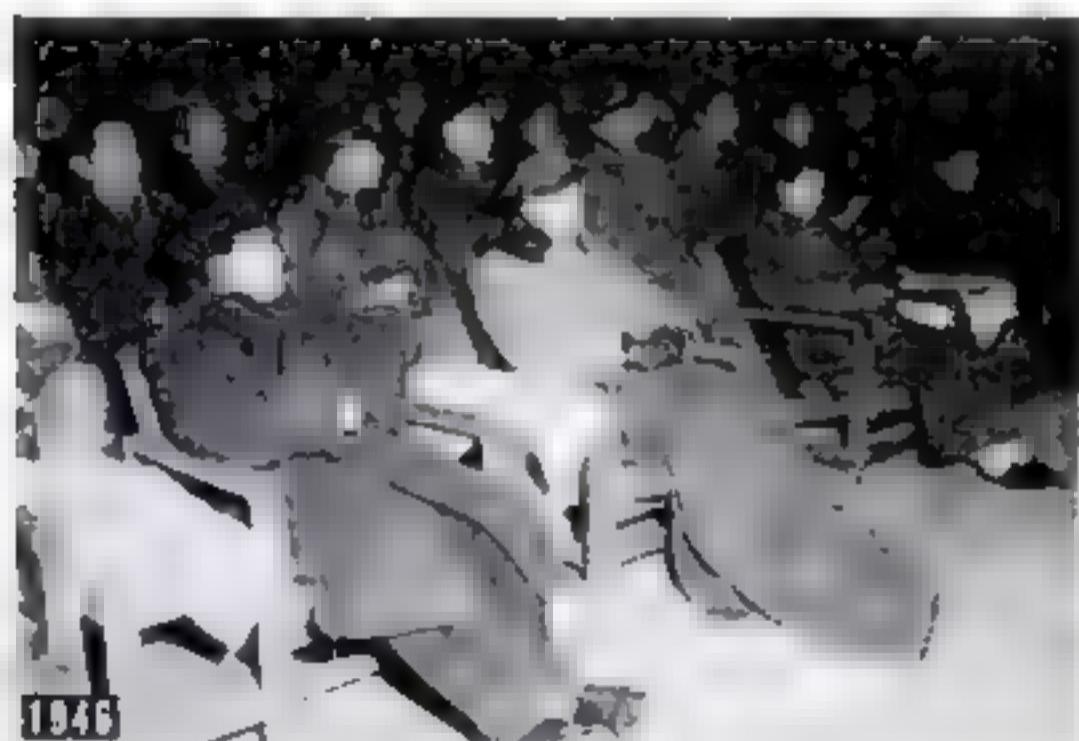
IMPERIAL SHADOW lingered in the person of Henry Pu-yi, "the boy emperor" (front). He ruled Peiping's Forbidden City until 1924 eviction, later was Jap puppet.



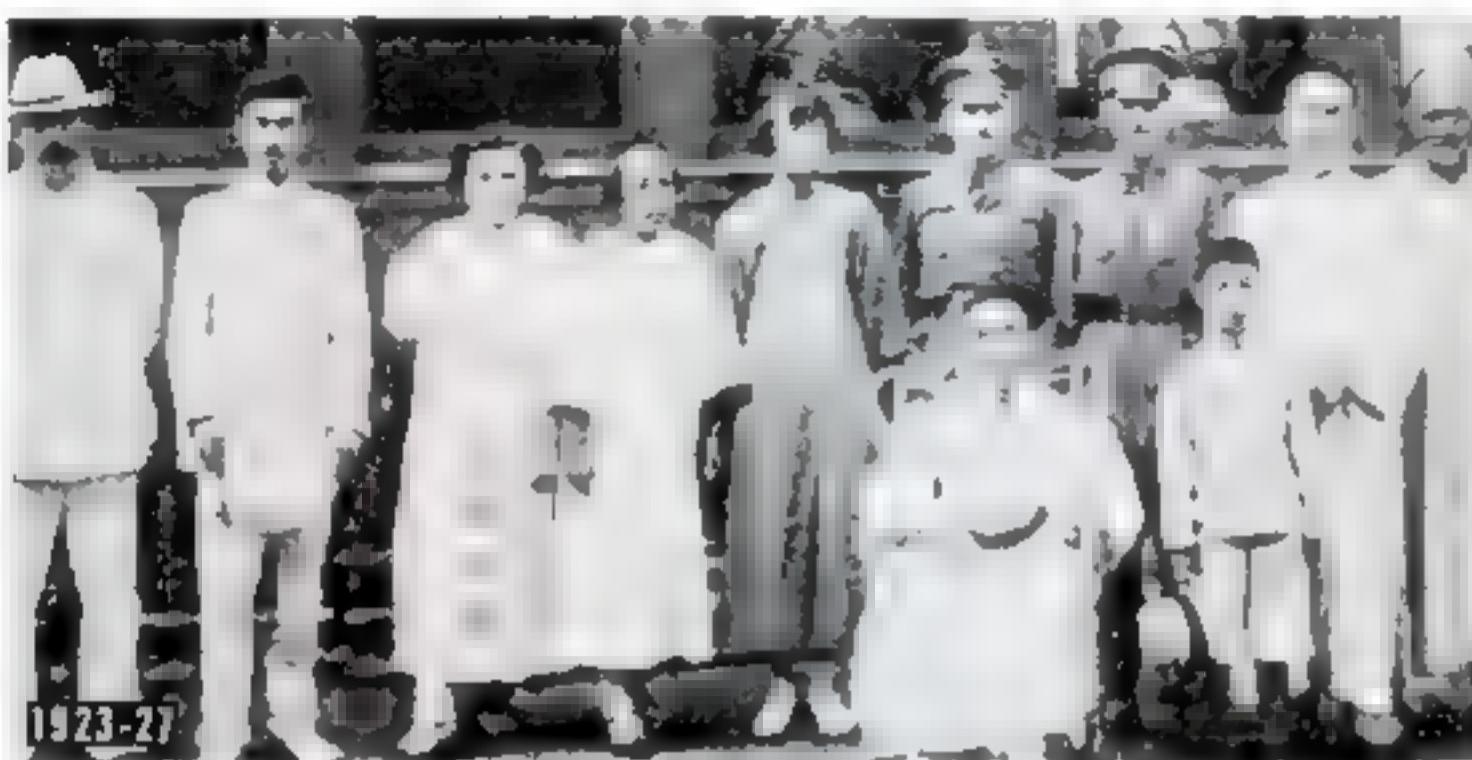
"THE LONG MARCH" of 6,000 miles started in south and ended in Yenan (above) in the northwest, defeating Chiang's plans to crush the Reds. The surviving 20,000 Communists established Yenan as their permanent base.



RAPE OF NANKING followed the Panay incident by one day. The world was outraged but did nothing about it when it saw such news pictures as this one of five Japs posing over a dead Chinese, like hunters with their kill.



MARSHALL PEACE MISSION of 1946 failed to halt the civil war. General George Marshall (center) attended opera with Red Chief Mao Tse-tung (left) in Yenan, learned too late that insoluble differences separated Chiang and Communists.



ERA OF COLLABORATION between Kuomintang and the Communists brought Advisers Michael Borodin (left) and General Vasily Blücher (fourth from right). But in 1927 Chiang (third from right) expelled his Soviet advisers, opened military attack on Communists and purged the Reds, inspiring Malraux's famed novel *Man's Fate*.



MARRIAGE to wealthy Mayling Soong during brief respite from office reinforced Chiang's power and enhanced his growing prestige. He soon resumed army command.



TRUCE WITH REDS came late in 1936 after Manchuria's "Young Marshal" Chang Hsueh-liang (left) had kidnapped Chiang (right) and demanded war on Japs, instead of Chinese. With their wives is Mme. H. H. Kung (left).



RETREAT TO CHUNGKING in 1938 brought Soong sisters with other refugees to temporary capital. Sun Yat-sen's widow (left) held pro-Red views, disagreed politically with Mme. H. H. Kung and the Gimo's wife (right).



JAPANESE INVASION united all of China at last. The attack was at Marco Polo bridge (above), outside Peiping on July 7. The Chinese army retreated, traded "space for time," then waited for aid against Japan's war machine.



THE PACIFIC WAR made U.S. an active ally. General Joseph Stilwell (left) led Chinese troops in Burma but hated Chiang. General Claire L. Chennault (center) organized Flying Tigers and was Chiang's wartime air chief.



CIVIL WAR brought inflation and defeats for government. Cutting rail lines (above) was an effective Red device, as the marauding Communist armies tightened their grip in rural China.



RED VICTORY in 1949 carried Communism to Yangtze, gave Russia command of Asia in cold war against West. New strong men were (from left) Chou En-lai (China's Molotov), Mao Tse-tung (China's Stalin), Chu Teh (China's Zhukov).

RUSSIAN PEACE OFFENSIVE

THE COMMUNISTS MAY BE CHANGING THEIR LINE, BUT WE MUST INSIST ON DEEDS, NOT WORDS

On Jan. 11 Marcel Cachin, 79-year-old editor of the French Communist newspaper *l'Humanité*, flabbergasted the French Assembly by saying that there "is no such thing as inevitable war" between Russia and the U.S. "May this be the year of peace," said M. Cachin. Five days later Cachin was in Milan, Italy saying, "Peace, it's wonderful." Palmiro Togliatti, Italy's No. 1 Communist, picked up the theme in a speech delivered in Bologna. The echo was caught and flung back in Washington, D.C. where Boris Izakov, a Russian journalist, published a New Year's greeting "to the people of the U.S." in the official Soviet embassy's information bulletin. With the Soviet propaganda ballet kicking up its well-synchronized heels to the same chord all over the world, it was obvious that a significant order had gone out from the Kremlin.

Did the order portend an important long-term shift in the Communist international line? Or was it merely a momentary shift of tactics designed to test the temper of the West? In the U.S. State Department the response to the peace offensive was one of well-bred skepticism. Under Secretary Lovett told reporters on the eve of his departure into private life that we want deeds, not words, from the Russians. The Russians, however, are apparently set to lay down a long continuing barrage of words.

Changing the Line

When the Russians try a momentary shift of verbal tactics, it happens without much apparent preparation. But when a profound change in the international line is instituted it begins with an important theoretical article in an abstruse journal. The change from wartime collaboration with the West was foreshadowed in April 1945 when Jacques Duclos, writing in the French Communist *Cahiers du Communisme*, denounced Earl Browder, top U.S. Communist, for succumbing to the "dangerous opportunist illusion" that a continuing popular front with capitalist parties was possible. Four months later Browder was out. This time the theoretical article foreshadowing the changed line is by the French Communist Victor Michaut. Writing in *Cahiers du Communisme* for January, Michaut argues that war is not inevitable between Russia and the U.S., that peaceful coexistence is possible and that trade between East and West is desirable.

Why should there be a Communist peace offensive at this particular point in time? There are many reasons for it, some of them flattering to our own acumen, some of them not. We do not pretend to know just how the Communists evaluate their reasons for crying, "Peace, it's wonderful," but we should guess that the order of primacy in Moscow's eyes runs this way:

1. Ever since Secretary Marshall broke out of the four-power system established at Yalta and Potsdam the Russians have been bereft of the power to block every Western move, especially in Germany, and to put the West into impossible moral and propaganda positions. As part of a four-power system the Soviets could argue, with seeming legitimacy, the "democ-

racy" of Allied troop withdrawal from Germany, Soviet participation in the Ruhr, a common (i.e., a Soviet) currency for Berlin and so on. By playing up their "peaceful" intentions, the Russians probably hope to lure us back into the four-power trap.

2. With the question of an Austrian peace treaty looming up, the Russians want to lessen our wariness. The object would be to get all foreign troops out of Austria. With the departure of the GIs this would leave Vienna without local U.S. support. But the Russians in Hungary would be only 50 miles from Vienna. Austrian Communists, aided by smuggled support from Bratislava down the Danube, might then take over from within.

3. The Communists have been confused by the failure of their "science" of Marxism to predict the course of the business cycle in the U.S. According to official Marxist economics, the U.S. should at this very moment be floundering in a postwar depression. When the U.S. depression failed to materialize, Eugen Varga, the dissident Moscow economist who had predicted a period of stabilization for American capitalism, ceased to be in profound disrepute. Varga has not officially been returned to a position of power among Marxist economists, but his colleagues are apparently convinced that "crisis" in the U.S. is not imminent.

4. The Communist parties in Western Europe have been set back by the success of ERP. Unable to chisel into power by opposing ERP, the Communists may well be arguing that the only remaining way to stop additional American aid in the form of lend-lease to members of an Atlantic defense area is to make it seem unnecessary. Continuing West European distrust of Soviet motives must obviously speed the coming of an Atlantic defense pact.

Need for East-West Trade

5. The Communists have been having tough sledding in eastern Europe. Stories that Warsaw is being rebuilt are countered by reports that Polish peasants are slaughtering their livestock to forestall seizure and collectivization. With economic dislocations looming up in eastern European areas, the Communists must do something to revive trade between East and West.

6. Ever since 1945 the Russians have been spending their energies at home in the effort to repair the war potential of the Soviet economy. The resulting lack of consumers' goods has peasantry and city workers grumbling. Stalin may have decided that he must give the U.S.S.R. citizen something more substantial than glory.

7. Victory for the Communist forces in China is an almost mathematical certainty. This, in itself, would not account for a shift in the Soviet line in Europe. But if the U.S. can be induced to make a mollifying agreement with the Russians over Austria and Germany, there must be a corresponding decrease in the "aid to Kuomintang China" agitation in the U.S.

Among all these possible reasons for a change

in the Communist line, reasons No. 3 and 4 are quite flattering to U.S. vitality, intelligence and self-esteem. Since we have avoided depression at home and nerved up the West European nations to vigorous rejection of their local Communist parties, both our domestic and foreign policies must be considered outstandingly successful. Reasons No. 1, 2 and 7, however, assume that we are too damned dumb to understand just how successful we have been. To the extent that the new Communist line has been undertaken to hornswoggle us in Berlin, in the Austrian peace treaty talks and in China, it is a line predicated on Moscow belief in our infinite gullibility. The strong anti-Communist words in Truman's inaugural speech must do something to disabuse Moscow of the idea that we are the world's No. 1 sucker. But the yearning for peace on easy terms is an American constant, and such items as Jay Franklin's recent prediction that Truman intends a "soft" Russian policy may have convinced Stalin that we can be had.

Are We Easy Marks?

In asking for "deeds, not words," our State Department has made the correct response to the new Russian peace offensive. The danger is, however, that we might be satisfied with deeds that don't mean very much. It must never be forgotten that it was a Russian scientist, the great Pavlov, who first demonstrated the role of the conditioned reflex in determining behavior. Pavlov conditioned his dogs to water at the mouth every time they heard the tinkling of a bell. Americans are not dogs, but they generally act in a quite predictable way whenever they hear the words "peace," "democracy" and "self-determination." Taking the cue from Pavlov, the Russians will begin their talks about an Austrian treaty with a fanfare on the desirability of a lasting European peace. They will then proceed to argue that Austria must be permitted her own "democracy," with a government chosen by "self-determination." If all goes well for the Russians, the upshot of the argument will be the withdrawal from Austria of all Allied troops, the reconstitution of Austrian politics in a way that will permit the "democratic" participation of the Austrian Communist party and the final triumph of the Austrian Communists through local finagling based on secret aid from Communist Czechoslovakia and Communist Hungary.

This is assuming, of course, that Truman reacts to verbal stimuli in the manner of a Missouri foxhound, that Secretary of State Acheson reacts as an English setter and that Walter Lippmann, their journalistic scourge, reacts as a French poodle. If we are men, however, and not Pavlovian dogs, we will make an Austrian peace treaty conditional on one thing: that no totalitarian party be allowed to compete in the political life of Austria. Only then can we be certain that we won't be hornswoggled by a deed that proves to be nothing more substantial than an inside job done by manipulation of the words "peace," "democracy" and "self-determination."



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• The new Hotpoint brings you stainless steel dish racks, built to last a lifetime; a new self-sealing aluminum door with no gaskets to wear out; an ingenious new steam baffle, and many other betterments. Besides these, of course, you enjoy the benefits of Hotpoint's "Famous 4" tested features that have made Hotpoint far and away America's most popular automatic dishwasher.

• Look to Hotpoint to banish dishpan drudgery forever. Look to Hotpoint for extra years of trouble-free performance. Hotpoint pioneered the automatic dishwasher 20 years ago and offers you its 1949 model as the finest ever built.

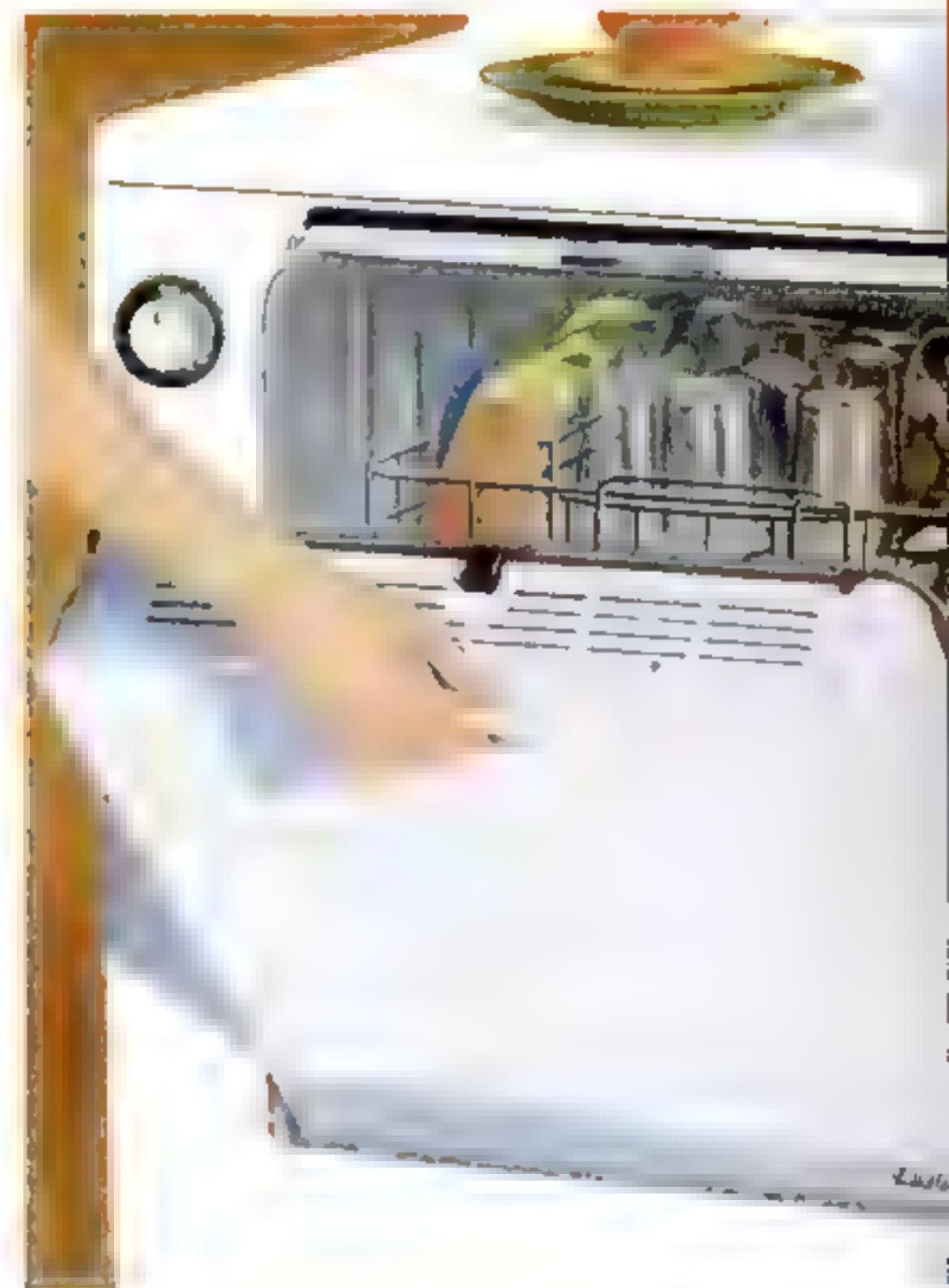
• The new Hotpoint Dishwasher is available in three models: the table-top (illustrated), the counter unit and the electric sink. They are priced to fit your budget and styled to fit your kitchen. Call Western Union—Operator 25—for the name of your nearest Hotpoint dealer. Visit him for a free demonstration.

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Everybody's Pointing To

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Dishwashers



"Mommy always says you're safe when you use Johnson & Johnson"



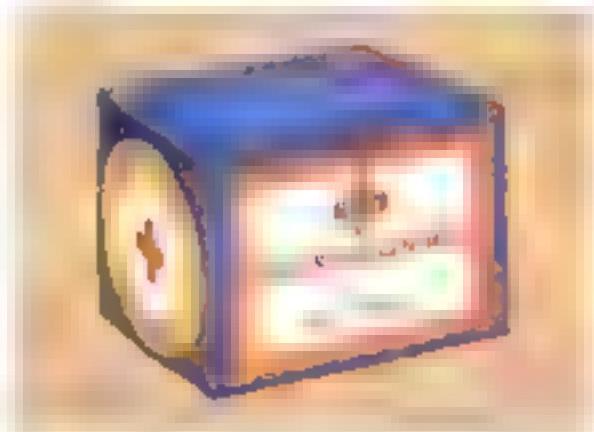
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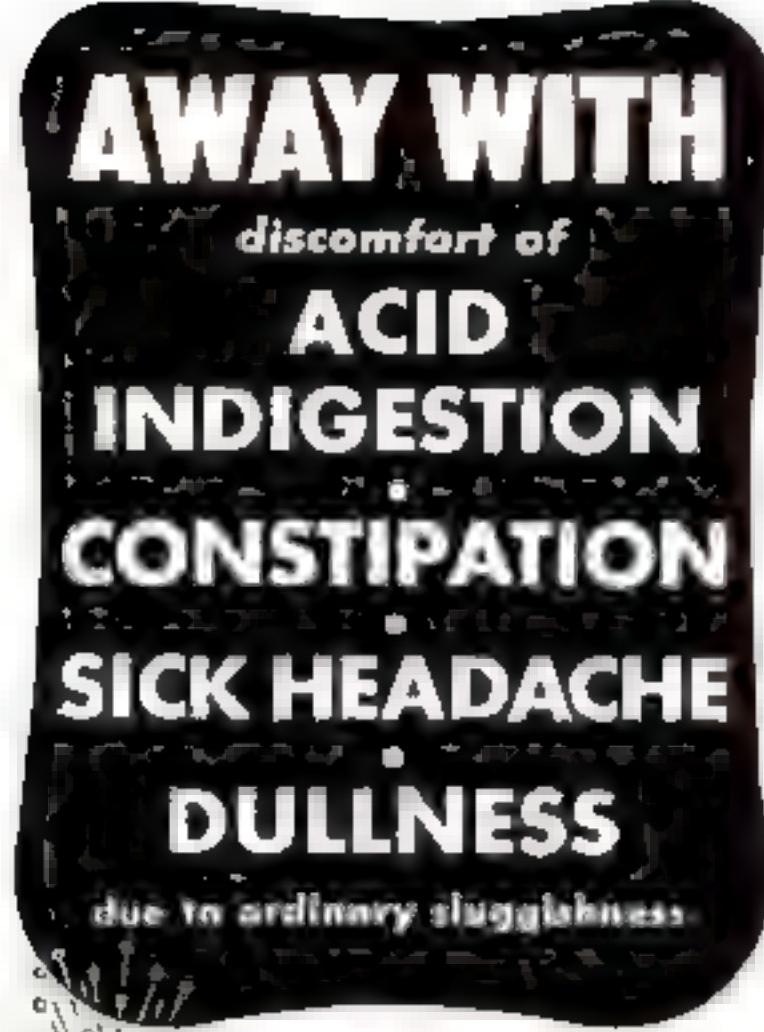
EDITH MAE IRBY OF HOT SPRINGS, ARK., WAITS TENSELY FOR HER FIRST CLASS TO START WHILE WHITE STUDENTS SELF-CONSCIOUSLY TRY TO PAY NO ATTENTION

EDITH IRBY GOES TO SCHOOL

University of Arkansas admits first Negro medical student

Early one morning, as though in a dream, Edith Mae Irby, 21, suddenly found herself standing alone in a hallway, surrounded by white students. It was the start of her first day as the only Negro in the University of Arkansas Medical School—or, for that matter, in any white medical school in the whole South. As she stood there indecisively, waiting for class to begin and wondering if it had not all been a mistake, the camera caught her. The result was this tense and sensitive picture (above) which appears in this month's *Ebony*, a Negro picture magazine.

Edith was admitted to Arkansas from Knoxville College on her academic standing alone. She placed 28th out of 230 students in her aptitude test. Her education is being financed by the *State Press*, a Negro newspaper in Little Rock, and by proud alumni of her Hot Springs high school. Now she ranks in the top half of her class and is accepted casually by her classmates. But she must eat meals alone and live alone with her aunt.



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1 ANTACID—relieves sourness, gas and heartburn promptly.

2 LAXATIVE—to relieve temporary sluggishness quickly, take before breakfast when needed.

3 PLEASANT—in a glass of sparkling, bubbly soda water!

Take Good-tasting ENO

Welsh



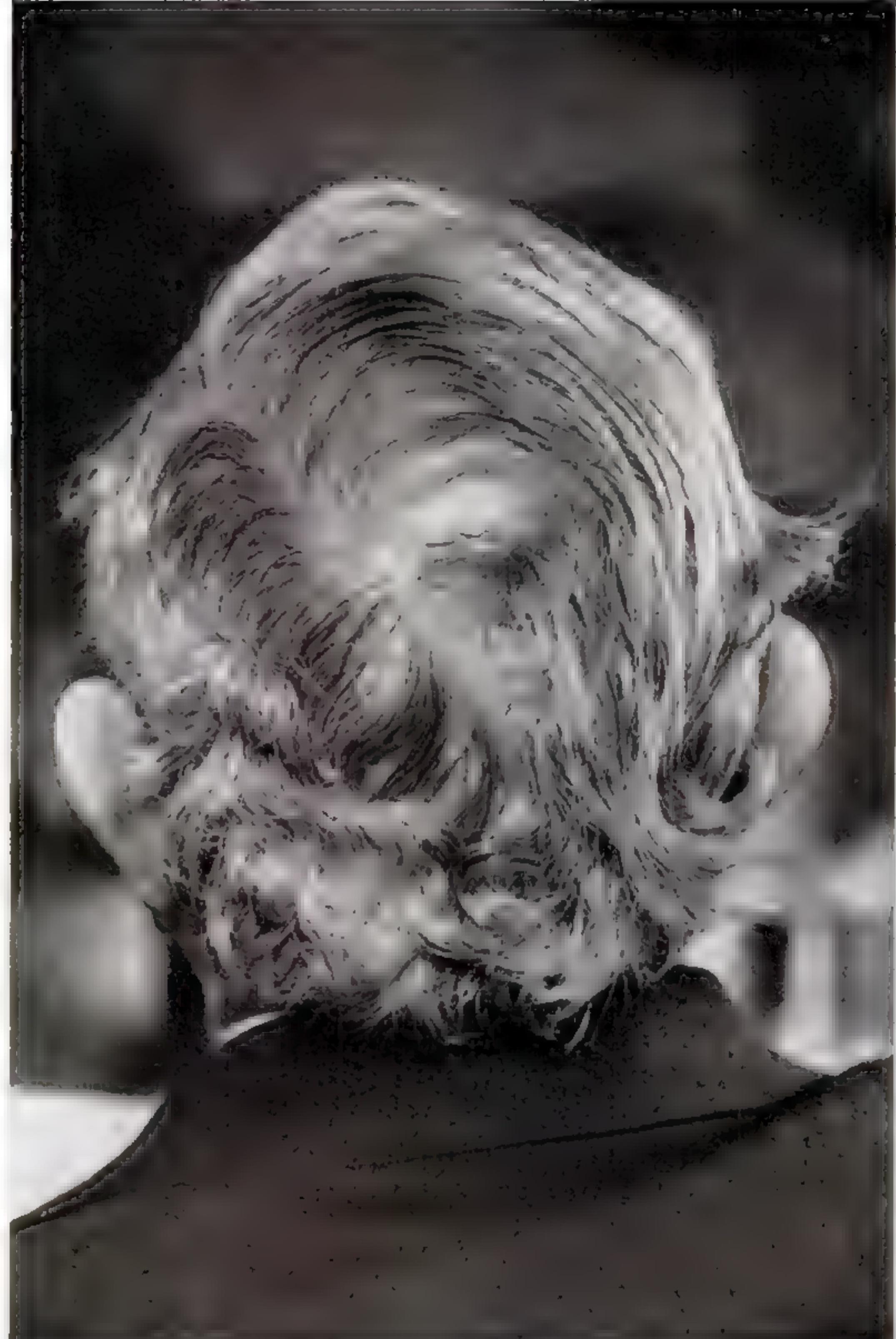
Ideal For Vacations!

WELSH'S
"Biddle Buggy"

A TRAVEL BED, BASSINET OR SMART CARRIAGE
EASY TO PACK AND TAKE ALONG
AT FURNITURE AND DEPARTMENT STORES

Mother! SEND DATE OF YOUR BABY'S BIRTH
TO WELSH CO. FOR AN INTERESTING HOROSCOPE.

WELSH COMPANY
Largest Manufacturer of Folding Baby Carriages
1535 S. Eighth St., St. Louis (6), Mo.



EIGHT-INCH TRESSES, CURLING OVER HIS COAT COLLAR LIKE A DUCK'S TAIL FEATHERS, IDENTIFY TOM CONNALLY

U.S. SENATOR: REAR VIEW

In this day of standardization the Senate has lost much of its charm for visitors. By and large senators look depressingly similar to other male citizens; whatever their qualities of statesmanship, they tend nowadays to hide them beneath blue serge ready-mades, clean-shaven cheeks and routine barbersing, thus becoming indistinguishable from businessmen, doctors or elderly bank clerks. One notable exception is Tom

Connally of Texas, who could not look more like a senator if he wore a toga and a crown of laurel. From the front Connally is a dramatic composite of massive face, black tie, dignified corpulence and flowing coat. Even from the rear he is unique. LIFE Photographer James Whitmore, who covered the Senate hearings on the appointment of Dean Acheson as Secretary of State, found that the picture above was the best thing he had on his film.



Brush-Finished chrome \$3.
Bright-Finish chrome \$4.
Sterling Silver, \$15 plus tax.
Add \$1 for engraving.



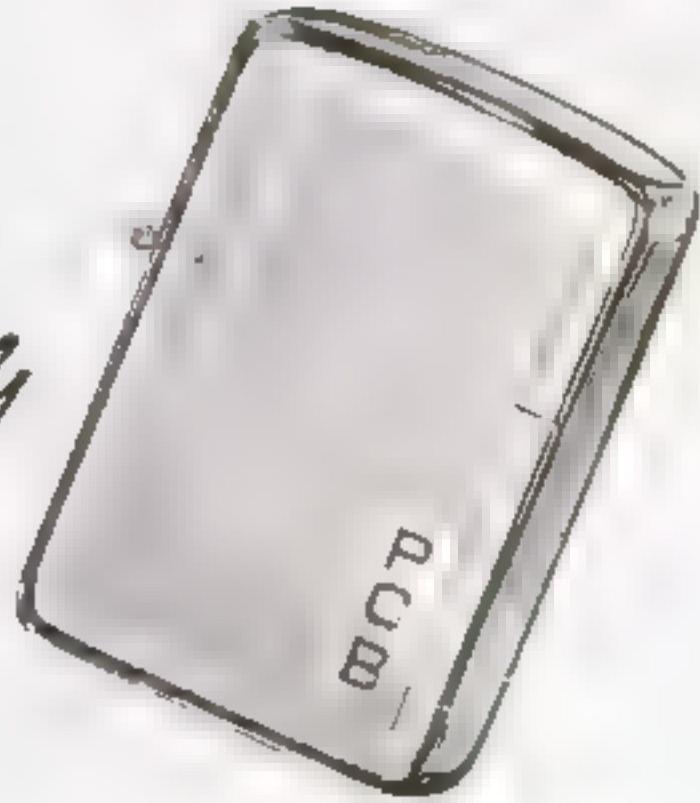
Zippo's newest! "Town and Country" Cases. Chrome-plated with engraved wildlife designs in nature's true colors! \$7.50. Add \$1 for personalized engraving on other side.

Oh, you darling!

Put your Valentine sentiments in writing—engraved on a famous Zippo lighter. You'll be a double darling! First, for making your gift more cherished because it's personalized. Second, for giving a Zippo—the lighter that works . . . so mechanically perfect it's guaranteed for life—will never cost anyone a penny to repair.

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Engine Turned, Chrome-plated, \$5. Sterling Silver, \$20 plus tax. Engraved initials only, add \$1.



It's Easy To Personalize Your Gift Zippo. Your choice of engraved initials, signature, handwritten message—even a simple sketch just as it's drawn. It takes only a few days and your Zippo dealer will handle all details for you. Costs but a dollar more. Zippo lighters—without engraving—are priced from \$3 to \$175*. Zippo Manufacturing Company, Bradford, Pa.
*Plus tax on sterling or solid gold cases only.

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THEATER



UTA HAGEN (LEFT) COACHES A CLASS OF ACTORS FROM CHICAGO SHOWS

STARS BORN IN CHICAGO

A pair of fine performers emerges triumphantly from Midwest companies of two Broadway hits

It has always been assumed on Broadway, and resented in the hinterland, that stage stars are born only on Broadway. But this winter Chicago, which is having its best theater season in years, has seen two fine new stars spring full-grown onto the stage—one an actor named Richard Carlson (p. 38), the other an actress named Uta Hagen.

Uta Hagen plays the neurotic Southern girl in *A Streetcar Named Desire* and has bowled over Chicago critics, who called her "overwhelmingly impressive." She is especially impressive tearing into big scenes like the moment pictured on the opposite page when she admits she has been a small-town strumpet. Miss Hagen, whose mother was a German opera singer and whose father heads the University of Wisconsin's History of Art department, is the ex-wife of Actor José Ferrer. During her 11 years on Broadway she proved an exhaustively energetic girl, furiously studying Spanish, Russian, singing, dancing. Now in Chicago she teaches acting classes, does most of her own cooking, sews for her young daughter. Not yet 30, she provides what the U.S. stage sorely needs: a serious and electrifying actress who plays in the grand manner.



FOR FUN AND ECONOMY Uta Hagen in her apartment often has her hair done by her friend, Mary Welch, who acts the part of Uta's sister in *Streetcar*.

→ IN "STREETCAR NAMED DESIRE" UTA HAGEN ACTS SCENE OF WILD FURY

CONTINUED ON NEXT PAGE

PALL MALL's greater length

*filters the smoke
on the way
to your throat*



*Filters the smoke
and makes it mild*



Discover for yourself why so many of your friends have changed to the *longer, finer* cigarette—PALL MALL. Its greater length of traditionally fine, mellow tobaccos serves as a longer, natural filter to screen and cool the smoke on the way to your throat—yes, filters the smoke and makes it mild. Thus PALL MALL gives you a *smoothness, mildness and satisfaction* no other cigarette offers you. Enjoy the *longer, finer* cigarette in the distinguished red package—PALL MALL Famous Cigarettes—*good to look at, good to feel, good to taste, and good to smoke*.

OUTSTANDING

Smooth Mild
Good to look at
Good to feel
Good to taste
Good to smoke

For About
1¢ A Cup

CARLSON IN HIS APARTMENT WRITES STORIES FROM NOON UNTIL 6 P.M.

CARLSON IS AN ACTOR-AUTHOR

The other Chicago star is Richard Carlson, who came out of the U.S. Navy a few years ago more an author than an actor. Carlson, who plays the title role in *Mister Roberts*, had been in the theater since he graduated (Phi Beta Kappa) from the University of Minnesota in 1934. He wrote plays, he acted on Broadway, he was in 40 movies. During his Navy service, broke and bored, he bought a batch of magazines, read all the stories, decided he could write them just as well. He sold his first story for \$750 and has been selling ever since to *Collier's*, *Good Housekeeping*, *American*. In *Mister Roberts* Carlson was nervous about playing the role which Henry Fonda had created so well on Broadway. But Chicago critics were unanimously delighted with him, called him "a tremendously appealing chap." He lays his triumph not to his ability but to his looks. "I always seem to look like someone's brother," he says.

TO KEEP TANNED for their roles in *Mister Roberts*, Carlson (standing, right) and his fellow actors bask under sun lamps backstage in the theater.



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Instant Coffee Product

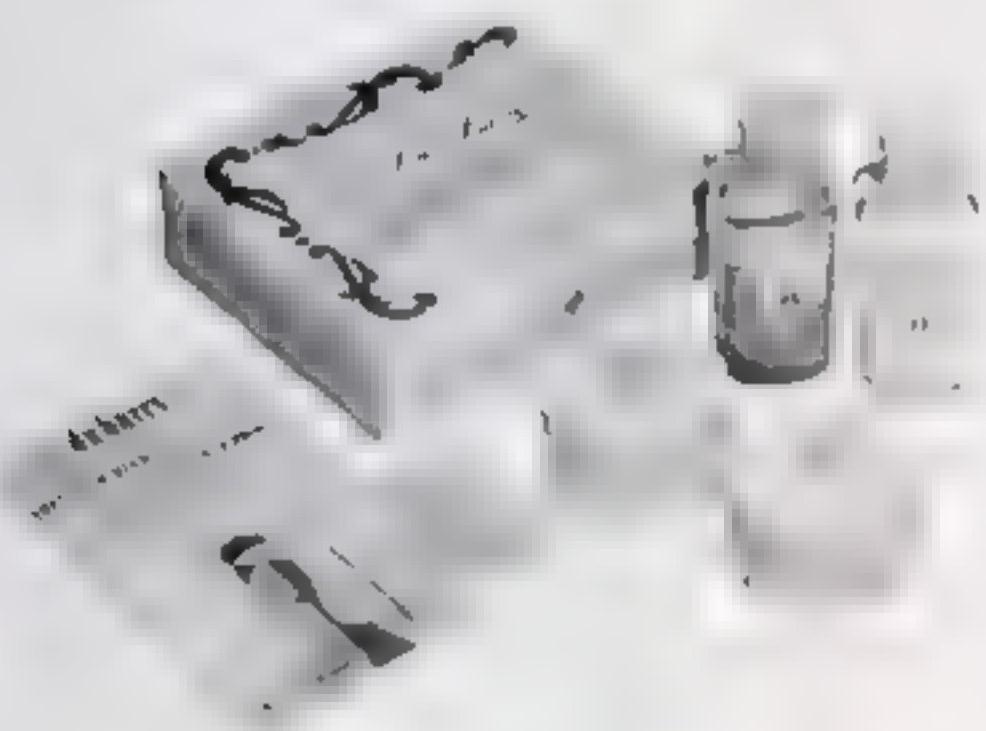
Who is she?

This lovely woman whose skin glows with young beauty? It can be you, if you've discovered the DuBarry Beauty Ritual for your skin type. A luxurious beauty routine... so effortless it takes only minutes to perform every morning and night.

It begins when you open your compact DuBarry Beauty Ritual Kit containing the basic DuBarry Beauty Preparations for your skin. DuBarry Cleansing Cream to soften, seek out dirt and grime.

Skin Freshener to tingle your face alive. Delicate, day-long Foundation Lotion to protect your skin; super-rich cream to work wonders while you sleep. Make the DuBarry Beauty Ritual a daily habit. Have the kind of beauty that makes men whisper, "Who Is She?"

"Who Is She?" She's Sally Norton's lovely new face before the facelift comes in. To keep others by faithfully to make the DuBarry Beauty Ritual. Ask the expert DuBarry consultant at your counter for the DuBarry Beauty Ritual Kit right for your skin type. \$1.50 plus tax.



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DOGS OF AMERICA

Purebred population runs over one million but the mutts outnumber it 20 to 1

Today in the U.S. there is a dog for every seven people, a dog for every other family. There are 111 different breeds recognized by the American Kennel Club and an uncounted number of mongrel blends, all of which add up to the impressive total of more than 20 million individuals. This is twice the number of the country's cats (the next most popular animal) and it puts the American dog on an almost equal footing as a pet with the caged bird in India and the cricket in China.

Dogs have always been popular in America. But the mass production of pedigreed animals is a phenomenon of the last half century. In the 1880s a group of sportsmen founded the American Kennel Club for the purpose of standardizing and improving breeds. The club's first studbook came out in 1885. It registered 2,369 dogs in only 13 recognized breeds. By 1948 registrations had reached 2.5 million.

Fashions in American dogs are as changeable as fashions in American hats, as is shown in the table at right. Taken from Kennel Club records, it reflects the preoccupation of the early breeders with hunting dogs. But the growth of city suburbs brought into favor smaller animals like terriers, dachshunds and toy dogs. The Pekingese came to America in the early 1900s, promoted by fashionable shows held among oriental tapestries. In the '20s the faces of Scottish terriers caught the country's fancy when they appeared in the drawings of Marguerite Kirmse Cole. The First World War, in which German shepherds served as police dogs, brought about a sad for this breed, which was helped along by Movie Star Rin Tin Tin. In 1936 a boxer champion was brought from Germany. Today its descendants sell for the highest dog prices, champions bringing as much as \$5,000. But the most popular dog by far is the cocker spaniel (cover), now bred into a house pet notable for its fondness for children. On the following pages LIFE presents pictures of 1948's champions and a special insert tracing the ancestry of dogs which are today recognized by the American Kennel Club.

CHANGES IN FASHION from 1885 to 1948 are shown in chart. The numbers beside each breed designate its rank among top 10 breeds for the years shown.

UPS AND DOWNS OF DOG POPULARITY

	1885	1890	1895	1900	1905	1910	1915	1920	1925	1930	1935	1940	1948
ENGLISH SETTER	1	1	2	1	3	7	7						
IRISH SETTER	2	7	7										
IRISH WATER SPANIEL	3												
POINTER	4	3	3	2	5								
*COCKER SPANIEL	5	9	6	5	6	9	8	10	7	2	1	1	
GORDON SETTER	6												
BEAGLE	7	10	8	8	9	10	4		4	6	5	2	2
COLLIE	8	4	4	3	1	1	3	4	5	10	10	3	
:FOX TERRIER	9	6	5	7				9	7	3	*4	5	
DACHSHUND	10										10	6	6
ST. BERNARD	2	1	4										
MASTIFF	5												
PUG	8												
GREAT DANE		9	9										
BULL TERRIER	10			4	5	10							
BOSTON TERRIER				6	2	2	1	2	2	1	1	3	5
IRISH TERRIER					10	10							
BULLDOG							7	4	5	7	9		
AIREDALE TERRIER							8	3	2	1	3		
POMERANIAN								6	6	9	9	11	
FRENCH BULLDOG								8	6	8			
PEKINGESE									9	5	8	5	6
GERMAN SHEPHERD									3	1	2		10
CHOW									10	6	4	7	
SCOTTISH TERRIER										8	3	4	
ENGLISH SPRINGER SPANIEL											8	8	8
GREYHOUND											9		
BOXER												4	
CHIHUAHUA												9	

* Other breeds included

: Wirehair only

WATCH FOR FOLDOUT ON THIRD COLOR PAGE



THE BOXER, a close relative of the bulldog, came from Germany three decades ago, is now fourth most popular U.S. dog. Famous representatives of the 10 other most popular breeds are shown on these pages and on LIFE's cover. The boxer

takes its name from its habit of opening all fights by swinging its forepaws. Once it hunted boars, but now much of the ferocity has been bred out of it. Above is Champion Warlord of Mazelaine, owned by Richard C. Kettles Jr. of Old Westbury, N.Y.

CONTINUED ON NEXT PAGE



PEKINGESE is small and delicate but so bold that it will not run from an old man. The Peko was first bred by Chinese emperors who consigned their slaves and killed men for molesting them. Judges of ideal Pekes demand that the dogs have

facial expressions of self-esteem instead of prettiness and that they have ears which arch upward like those of Champion Silver Dust (above), owned by the Misses Margaretta and Clara Lowther of Riverside, Conn.



CHIHUAHUA is smallest of all dogs. Specimens when full grown weigh less than 2 pounds. It gets its name from the Mexican state where it originated. Shown here is Champion Hound Shello, owned by Mrs. Robert Melton of Houston, Texas.



BEAGLE, the smallest member of hounds, is famous for never giving up. Its motto: I must run fast to catch the big hounds' pleading look in the eye. Shown here is the Wrinkles (left) belonging to Samuel Grant, of Rye, N.Y.



POMERANIAN, though short-eared, hears so well that it is one of the best of all watchdogs. It has a soft, fluffy undercoat and a stiff-haired topcoat which it sheds in hot weather. Once known as the Spitz, it is descended from big white

sled dogs of Iceland. In the early 1900s it was the most fashionable of toy dogs, but it soon lost out to the Pekingese. Shown here is 4-year-old Champion Little Timstopper, a 1 1/2-pound male owned by Mrs. James Austin, Old Westbury, N.Y.

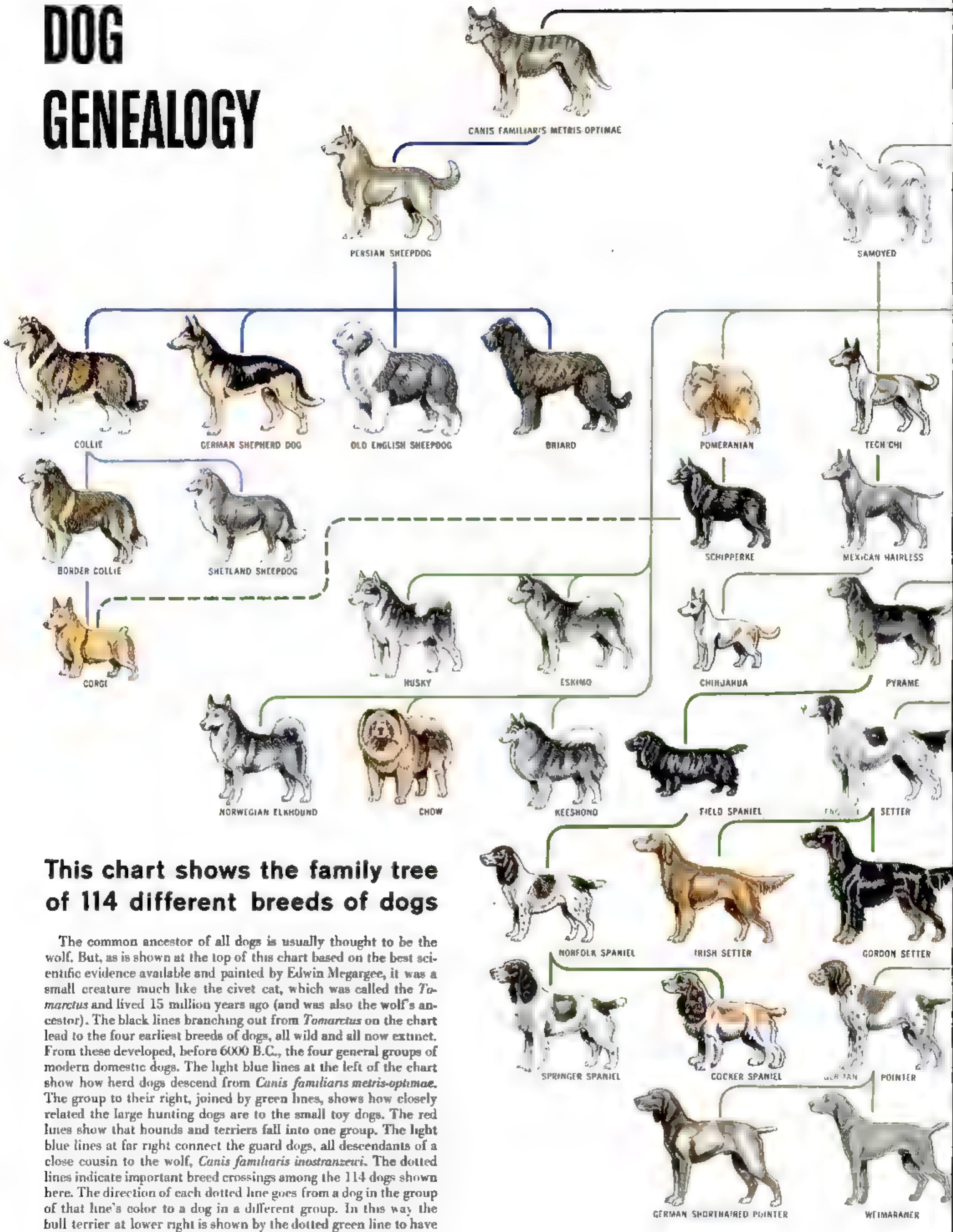


GERMAN SHEPHERD is the most easily trained of all dogs. Its intelligence helps it in leading the blind and in police work. Here is Champion Leda von Liebenstrau, a 6-year-old female owned by the San Miguel Ranch, Chula Vista, Calif.



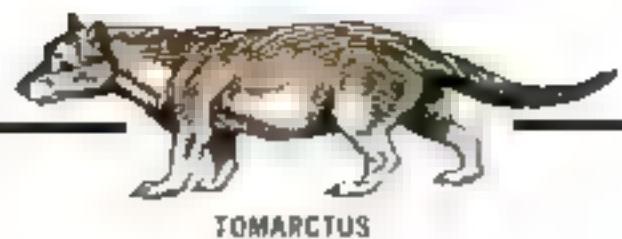
BOSTON TERRIER is only breed in these photographs which was developed in U.S. It was produced from a blend of bulldog and terrier strains. Champion Mighty Sweet Regardless (above) is owned by Claude Fitzgerald of Wyandotte, Mich.

DOG GENEALOGY



**This chart shows the family tree
of 114 different breeds of dogs**

The common ancestor of all dogs is usually thought to be the wolf. But, as is shown at the top of this chart based on the best scientific evidence available and painted by Edwin Megargee, it was a small creature much like the civet cat, which was called the *Tamarcus* and lived 15 million years ago (and was also the wolf's ancestor). The black lines branching out from *Tamarcus* on the chart lead to the four earliest breeds of dogs, all wild and all now extinct. From these developed, before 6000 B.C., the four general groups of modern domestic dogs. The light blue lines at the left of the chart show how herd dogs descend from *Canis familiaris metris-ophmae*. The group to their right, joined by green lines, shows how closely related the large hunting dogs are to the small toy dogs. The red lines show that hounds and terriers fall into one group. The light blue lines at far right connect the guard dogs, all descendants of a close cousin to the wolf, *Canis familiaris inostranzevi*. The dotted lines indicate important breed crossings among the 114 dogs shown here. The direction of each dotted line goes from a dog in the group of that line's color to a dog in a different group. In this way the bull terrier at lower right is shown by the dotted green line to have inherited Dalmatian qualities and in turn to have passed some of its own qualities along the dotted blue line to the Kerry Blue Terrier.



TOMARCTUS



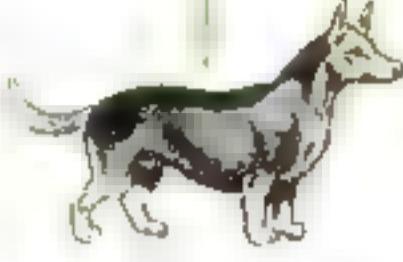
CANIS FAMILIARIS INTERMEDIUS



CANIS FAMILIARIS LEINERI



LHASSA TERRIER



EGYPTIAN HOUSE DOG



MALTESE DOG



SHOCK DOG

CHINESE LION DOG



PUG



PEKINGESE



BORZOI



AFGHAN HOUND



ITALIAN GREYHOUND



GREYHOUND



INDIAN GREYHOUND



SLEUTH HOUND



IRISH WOLFHOUND



VENDEE HOUND



RUBET HOUND



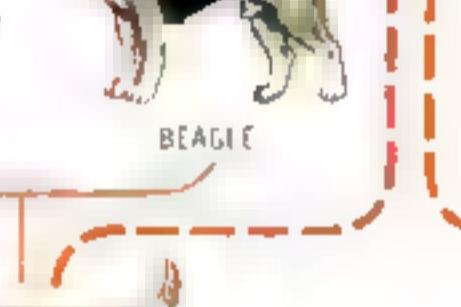
TALBOTT HOUND



BASSET HOUND



DACHSHUND



BEAGLE



FOXHOUND



SETTER HOUND

OLD ENGLISH
ROUGH TERRIER

CAIRN TERRIER



SMOOTH FOX TERRIER



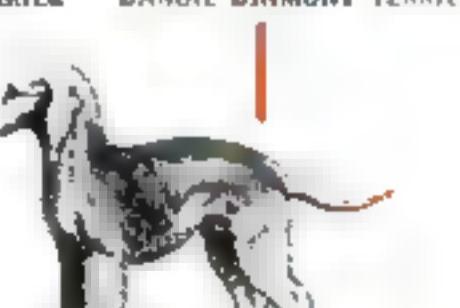
IRISH TERRIER



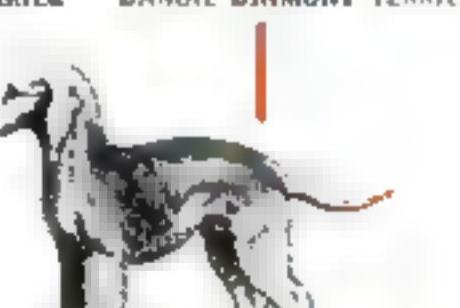
WIRE FOX TERRIER



KERRY BLUE TERRIER



YORKSHIRE TERRIER



BEDLINGTON TERRIER



SEALYHAM TERRIER



ENGLISH SPRINGER SPANIEL is a gun dog, has longer legs than the cocker for speed in the field. Shown here is Champion Frejax Royal Salute, a 3-year-old belonging to Fred Jackson of Detroit. He has already sired four champions.

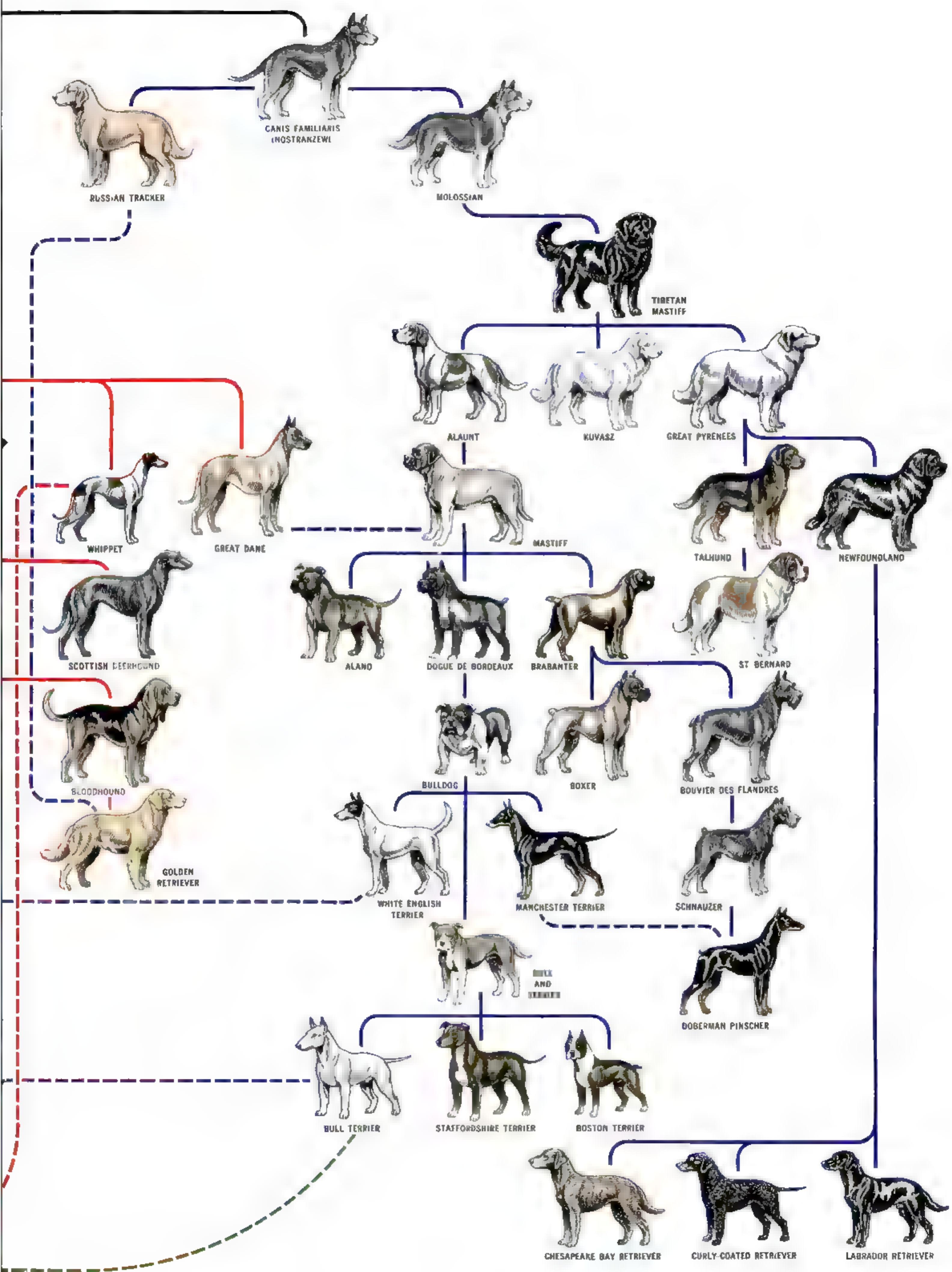


COLLIE is so smart that it remains steadily popular through the years. It comes from Scotland where it was originally bred to tend sheep. Champion Laund Liberation of Bellhaven (above) is owned by Mrs. Florence H. H. of Red Bank, N.J.



DACHSHUND has a long sausage build which makes it good for squirming under low bushes and into holes after badgers and rabbits. Once dachshunds were even longer than they are now, but they were also taller. Now mainly a house dog, it

is prized for its cleanliness since its short hair requires no oiling or bathing and never gives off an odor even when it is wet. This dachshund is Champion Wild Fire of Blue Key, the 25-pound dog of Mrs. Albert L. Brainard of Wickliffe, Ohio.





TAI-TAI, A 10-MONTH-OLD CHINESE-CRESTED DOG, ALREADY HAS A TOPKNOT ON HER HEAD. WHEN SHE MATURES ANOTHER TUFT WILL GROW OUT OF HER TAIL.

THERE IS A REASON FOR EVEN THE STRANGEST BREEDS

Among the rarest dog breeds in the U.S. is the Chinese-crested dog shown above, whose ancestors were bred by Chinese mandarins. With its overgrown ears and its undersize body, all scrawny, hairless and spotted, it is one of the ugliest of all dogs. But its odd looks were bred for a purpose. Its big ears and persistent bark make it an excellent watchdog; its small size and hairless skin make it easy to feed, house and keep clean. In the same way the strange features of many other dogs were bred for a purpose. The short snout of the bulldog took shape centuries ago because the dog was used to fight bulls. Hanging by its teeth from the throat of its foe, the bulldog still had to have room to breathe. The luxuriant eyebrows now

possessed by the Scottish terrier kept dirt out of its eyes when, in its original role as a small hunting dog, it dug into holes looking for underground foxes and other vermin. The modern practice of cropping a dog's ears comes from the 18th Century, when the hunting dogs which had big floppy ears were likely to rip them in the underbrush. Lap dogs were purposefully bred by the Greeks, not only as affectionate pets but to be small enough to be held in ladies' laps and help keep their stomachs warm. Even the fancy haircuts of the modern fashionable poodles were originally styled for a purpose. As retrievers, the poodles needed shaved flanks for speed in swimming and wool on their chests to protect them from catching colds.

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of fine tobaccos



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treat yourself to
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Come over on the Sunny Brook side!



Enjoy the whiskey that's "Cheerful as its Name"

Here's my favorite after-dinner speech: Gentlemen, enjoy some OLD SUNNY BROOK with me!



This great whiskey makes a mighty tasty after dinner drink—sparkling with rich Kentucky flavor...smooth and distinctive.



You bet! And I'm mighty thankful to you for inviting me over on "the Sunny Brook side!"



KENTUCKY WHISKEY
- A BLEND



LOOK FOR
THIS WATCHMAN
ON EVERY BOTTLE



AT BEDTIME JERRYE'S FATHER REWARDS HER WITH STAR ON CALENDAR TO MARK HER DAY'S SELF-SUFFICIENCY. SIGNS HELP HER KEEP TRACK OF PASSING OF TIME

DEAF CHILD

She may never hear, but she is learning to live a normal life

Jerrye McKee was born six years ago in a Beaumont, Texas apartment so tiny her parents had to place her crib over the telephone bell. When the bell first failed to awaken the baby, the McKees jokingly remarked that she seemed rather hard of hearing. Tragically, she was: Jerrye had been born deaf and like the 50,000 other U.S. children with serious hearing defects her chance for a happy life depended upon the amount of specialized education she could get. Fortunately for her this type

of teaching has greatly improved in recent years.

The McKees moved to New York City where, at the age of 2½, Jerrye entered a school for deaf children. Here she is mastering lip reading (p. 53) and is learning to speak with a voice which she herself cannot hear. Most important, she is learning self-reliance. Jerrye's parents and teachers know that though she may never really hear at all she will have a reasonably normal life if she learns to talk and to understand conversation all by herself.



speaking of LIFE...

Home on the Plaza—LIFE is published in the Time & Life Building which overlooks New York's familiar Rockefeller Plaza where skaters are now in season. Perhaps you already know that a welcome awaits you in the Information Center in the Time & Life lobby, which last year played host to some 80,000 visitors from all over the world. On your next visit to New York, won't you drop in?

"A Good Story for LIFE"—You've probably said it yourself, or you've heard others say, "That would make a good story for LIFE." Each week many hundreds of people take the trouble to send in story ideas and pictures to the editors. Some contributions come from professional writers and photographers, but a great many are from LIFE's readers—from teachers and business men, housewives, deacons and doctors who seem to think of LIFE when they see anything unusual and interesting. It was a professor, for example, who was responsible for the recent LIFE piece "Photograph Taken by Firefly Light;" and a college student's amateur shot of Eisenhower's installation as President of Columbia made LIFE's pages along with the pictures of professionals.

Plenty of Shopping—Here are some figures that give you an idea of how much shopping it takes to fill the wants of you LIFE-reading families. A recent study on the consuming

habits of Americans revealed that 36% of all the women's stockings and 32% of all the men's shoes purchased in the U. S. in a single week went to LIFE-reading families. They also unwrapped 36% of all toilet soaps and 34% of all ready-to-eat cereals opened all over the country in a single day. This study points up the fact, too, that 35% of all the automobile tires, 38% of all the washing machines, and 39% of all the mechanical refrigerators bought in the U. S. in six months were purchased by LIFE-reading families. It takes, as you can see, a huge slice of all the goods produced in the U. S. to keep LIFE families going.

Thirsty Presses—The weight of the ink on the pages of this issue of LIFE probably seems negligible to you. Yet every week, the presses drink up 100 tons of ink as they print the more than 5,200,000 copies required to meet the demand for LIFE.

Assignment in Padua—LIFE's 23-page Christmas color presentation of Giotto's "Life of Christ" was started last August when two photographers with seven trunkfuls of equipment arrived in Padua, Italy. Their assignment was to photograph the monumental paintings which cover almost half an acre of wall space in the Arena Chapel. Four Italian workmen were recruited to build huge scaffoldings so that cameras could focus on masterpieces as high as fifty feet from the floor. A special power line had to be built to supply current for the eight 500-watt lamps required for most of the lighting. For three weeks, working nights from dark until dawn in order to get the most perfect lighting conditions, the photographers climbed up and down scaffoldings setting cameras and checking lighting. The citizens of Padua could always tell when they were on the job because every light in the city went dim when the equipment was in operation. The Kodachromes were rushed by airmail to New York, and the photographers continued

on their 3000-mile journey through Europe to gather for later presentation to LIFE readers such art treasures as the Bronze Doors by Lorenzo Ghiberti in Florence; the famous Ghent Altar-piece by the van Eyck brothers; the Shrine of St. Ursula by Hans Memling in Bruges; and masterpieces from the Louvre in Paris.

The Churchill Pictures—To illustrate Volume II of Churchill's War Memoirs, commencing in the February 7 issue, LIFE's editors have spent weeks poring over a collection of over 3000 pictures. In black and white, and in color, there are hundreds of special pictures taken by LIFE photographers, dozens of Churchill's own private and official albums, war paintings by leading British artists, and a large group of rare and exclusive photographs depicting the many lives encompassed by the lifetime of this great leader. The seven consecutive installments in LIFE will bring you Churchill's personal account of the Battle of Britain in 1940, illustrated by the most telling pictures the editors could find to accompany his stirring words.

Made at Home—An interesting letter from California reports on a made-at-home loose-leaf encyclopedia compiled from LIFE articles. "During the twelve years of LIFE," the writer says, "there have been enough articles of lasting interest to fill a twenty-volume picture encyclopedia." Their first volume, "Birds," was made ten years ago to satisfy a little daughter's budding interest in pictures and books. Next came "Animals," and they have continued to add more, under such titles as "Chemistry," "Astronomy," "Transportation," "Art" (3 volumes), and "Geography" (6 volumes). Just as this family mines a wealth of information from LIFE week after week, so do students and teachers all over the country. If there are children in your family, you probably know that LIFE's articles on science and medicine, on art, literature and current events are in pretty constant use in school and college classrooms.

Andrew Heiskell
publisher of **LIFE**



IN SCHOOLROOM for deaf children Jerrye touches her teacher's lips to find out how breath is used to form a new word. Earphones are sometimes a help to her in understanding a strange sound by mechanically increasing its vibrations.



ON A FIELD TRIP with her class-mates Jerrye walks alongside the leader. They have just eaten some chocolate ice cream which they had to order from the clerk themselves, guided by their teacher.



AT HOME Jerrye sits down for a chat with her doll. She has learned not to depend upon others to speak or interpret for her and she even seeks out strangers and friendly policemen for a chance to practice her growing ability to talk.



Photographed in the Beverly Hills Hotel, California

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The style makes news! The fit makes news! The price IS news! Beautifully tailored, carefully detailed suits designed by Murray Sices for the in-between figure. Slimming, trimming, they need no costly alterations. In lively Spring colors and the finest sharkskin, farle, gabardine, worsted crepe and worsted check. Sizes 12½ to 24½.

Pictured here, just three of the great Murray Sices collection.

Also in wonderful Forstmann's gabardine, \$85.



Above is Bella, looking sleek and sophisticated in her Murray Sices suit of Julian Master crepe, \$45.



In gabardine, Bella is perfectly suited by Murray Sices from desk to date, \$55.



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THE MURRAY SICES CORP.

252 West 37th Street, New York City



IN A PLEASURE CHAMBER OF HER PALACE THE WICKED QUEEN OF ATLANTIS CASTS WITCHING EYES AT A VISITOR FROM THE FOREIGN LEGION WHILE A SLAVE GIRL

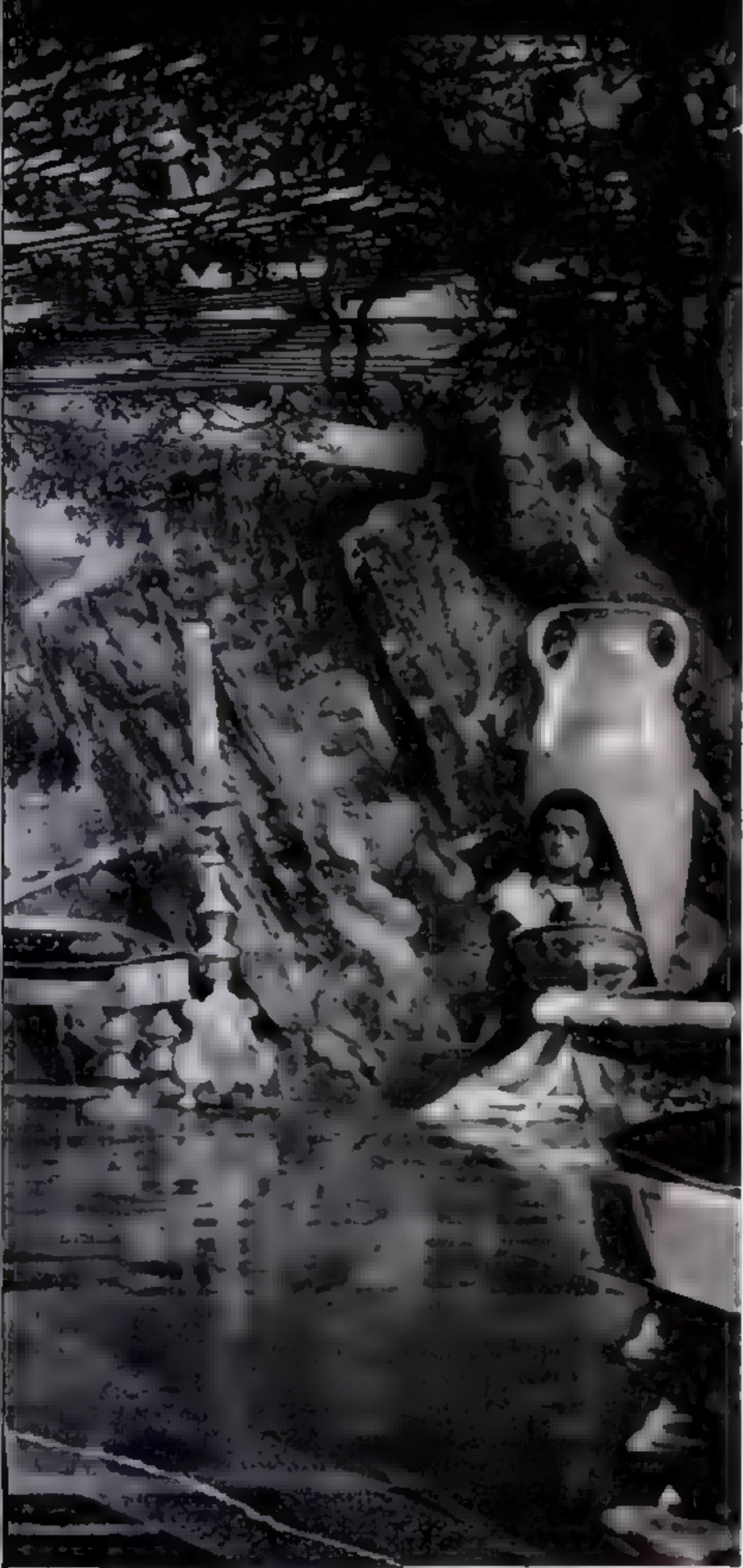


THE LUSTFUL QUEEN appears in state robes and looks over one of her chambers. Exotic dances are conducted around the pool while the queen dallies with her lovers.

HOKUM IN ATLANTIS

Maria Montez drives men mad in a Hollywood wonderland

According to one theory of movie-making—if you produce a film that deals with lust and cruelty in an exotic kingdom, where gongs boom as slave girls dance and men's throats are slit in lurid corridos, the world will beat a path to the doors of the theater showing it. This theory is being given a severe test by *Siren of Atlantis*. In this sumptuous piece of nonsense an irresistibly beautiful and unutterably vile queen (Maria Montez) rules over the lost continent of Atlantis, which is somewhere in French North Africa. Every handsome young male visitor finds himself invited to a game of chess with the queen. Then he falls in love with her, then he goes mad with jealousy, then finally he is killed off and his corpse, covered with a plating of gold, is added to the decorations of the royal chambers. Jean Pierre Aumont, playing an articulate young Frenchman, stumbles unhappily down this road to gold-plated doom. There is not much to be said for the acting, direction, script or anything else about this film except some fantastic scenes and spectacular sets which occasionally justify the advertising promises of LEGENDARY LUXURY CITIES! 100 DANCING HOURS!



DANCES AND THE WIND WHISTLES OVER THE SAHARA WASTES OUTSIDE



RECEPTION COMMITTEE at the palace of Atlantis is led by the queen. Behind her are bodyguards and gold-plated mummies of her former lovers.

*What a GOOD TIME
he'll give you*

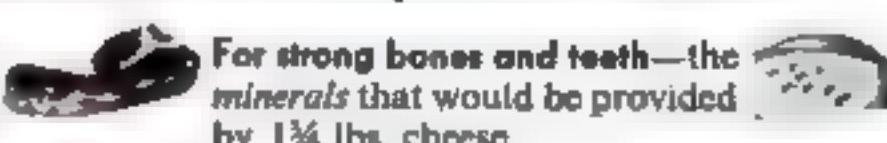


*...if you nourish **EVERY INCH**
of him...with Gaines!*

Always ready for a romp with you—always looking like a million—always the picture of glowing health . . . what a lot of extra pleasure your dog can give you when you give him expert care, and nourish EVERY INCH of him. Give him GAINES! Gaines supplies every type of nourishment that dogs are known to need!

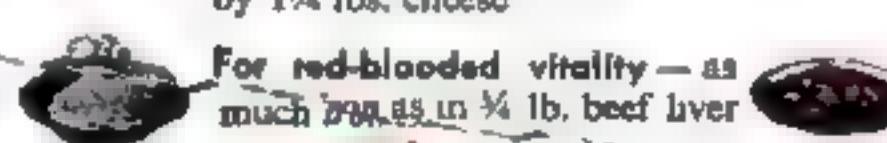
THIS MUCH NOURISHMENT in each pound of Gaines!

To build strong bodies—as much protein as in 1½ lbs. fresh beef



For strong bones and teeth—the minerals that would be provided by 1¼ lbs. cheese

For energy—as much carbohydrates as in 2 quarts cooked oatmeal



For red-blooded vitality—as much iron as in ¼ lb. beef liver

For sleek appearance and glossy coat—the fats that would be provided by 1½ oz. butter



Plus ALL THE VITAMINS AND MINERALS dogs are known to need . . . in more than required quantities

GAINES COSTS LESS TO FEED
than any other type of dog food!

Gaines Dog Foods

Copyright 1949 by General Foods Corp.

A Product of General Foods



*Beauty Authorities
say—*

Pure castile is the best shampoo!



For Naturally Beautiful Hair use
CONTI CASTILE SHAMPOO, made only with 100% pure
castile and pure olive oil! Laboratory tests prove that Conti
rinses quickly, helps hair set better, hold waves longer...re-
moves loose dandruff. Wake up the natural beauty of your hair
with pure, safe, economical CONTI CASTILE SHAMPOO.



The Quality Shampoo

ACTOR VS. GADGET

Clifton Webb discovers seven interesting uses
for a strange new gimmick, none of them right

A gadget is a device for doing something that nobody knew needed doing until a gadget was invented to do it. As Actor Clifton Webb (right) found out, discovering what a new gadget actually does is not always easy. When Don Davis of the Gadget-of-the-Month Club of Los Angeles, Calif., which sends a gimmick monthly to half a million subscribers, handed Webb the enigmatic tubular gizmo shown here, Webb was nonplused. Nevertheless he accepted the challenge of figuring out what it was. For 20 minutes he struggled manfully to make it do something useful without ever tumbling to its real purpose. He twisted it and turned it, applying it to various parts of his anatomy with no success. Finally he even tried to make it fit his dog. Then, baffled and frustrated (bottom right), he gave up. But Webb did learn the doodad's proper use eventually, just as can anyone else by turning the page.



DOES IT CARRY TOWELS AND TRUNKS? OR BRACE A STRAPHANGER'S ARM?



HOW ABOUT PUTTING BOOKS ON ONE END AND USING IT FOR A SEAT?



WEBB GETS MYSTERIOUS GIMMICK FROM HAND OF DON DAVIS (RIGHT)



OR STEADY HEADS FOR PORTRAITS?



IT COULD BE A FANCY DOG LEASH?

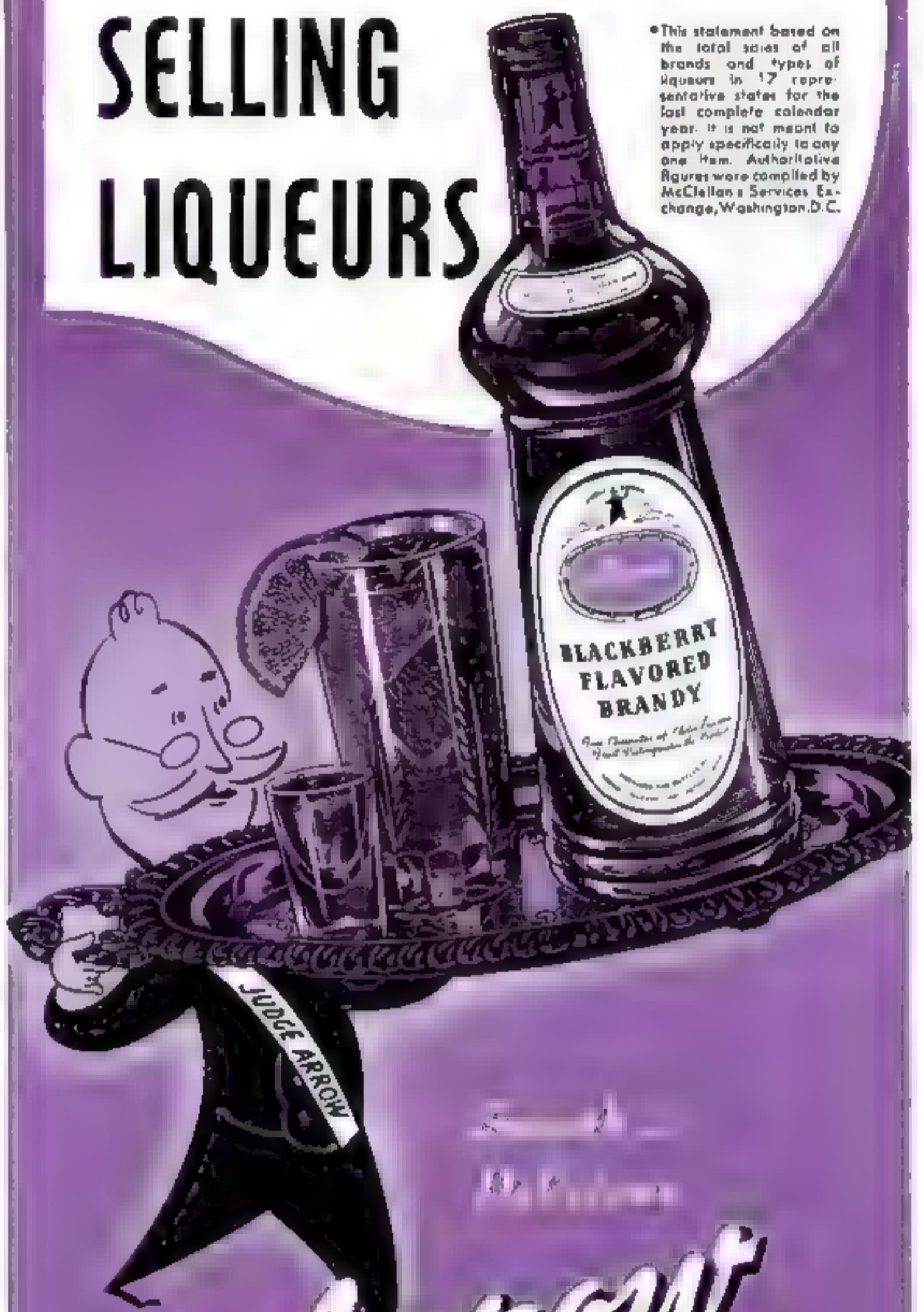


OR TO REST A GOUTY FOOT? TO SEE WHAT IT REALLY IS TURN PAGE

CONTINUED ON NEXT PAGE

*AMERICA'S BIGGEST SELLING LIQUEURS

•This statement based on the total sales of all brands and types of liqueurs in 17 representative states for the last complete calendar year. It is not meant to apply specifically to any one item. Authoritative figures were compiled by McClellan's Services Exchange, Washington, D.C.



Arrow
**BLACKBERRY
FLAVORED BRANDY**





See the General Electric Automatic Toaster at your retailer's—\$21.50*

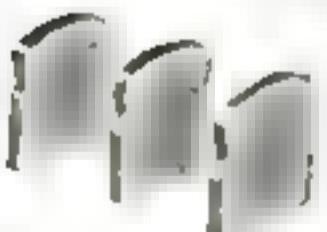
Say when! Say how! AND YOUR TOAST IS RIGHT EVERY TIME!

Toast "pops up" or keeps warm!



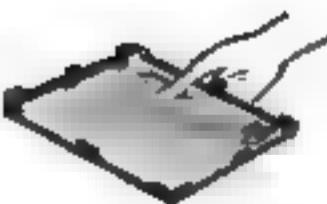
This General Electric Toaster serves your toast when you want it. Just set the knob. Your toast pops up or keeps warm inside—as you wish.

Each and every slice as you like it!



Like your toast light, dark, or in-between? You can have it exactly to your taste with this toaster every time, whether you toast one slice or twenty. Just set the little knob!

Cleans in a jiffy!



This General Electric Toaster has a snap-in Crumb Tray for quick and easy cleaning. The snap-in Crumb Tray whisks in and out . . . can be cleaned in 10 seconds. No turning the toaster upside down to shake out the crumbs. *General Electric Company, Bridgeport 2, Conn.*

*Price subject to change without notice.

Toast to your taste—every time!

GENERAL ELECTRIC



IT'S A BATHTUB CANE to prevent oldsters, cripples and cautious people from slipping. Impressed with what he saw, Webb wanted one for his mother.



CREDIT: HAT IN THE CLOUDS, BERTIS DE LA FERIA AND CO.

Philadelphia

BLENDED WHISKY

The Heritage Whisky



© 1949 G. D. G.

GOOD TASTE THROUGH THE YEARS...

Taste the rich difference vast reserves make,
as you enjoy this blend of true pre-war quality!

*From a Series of Historical Paintings Designed for Philadelphia — The Heritage Whisky® Famous Since 1894

Here They Come! —



White sidewall tires optional at extra cost. Hydra-Matic Drive standard equipment on Series "98," optional at extra cost on "76."

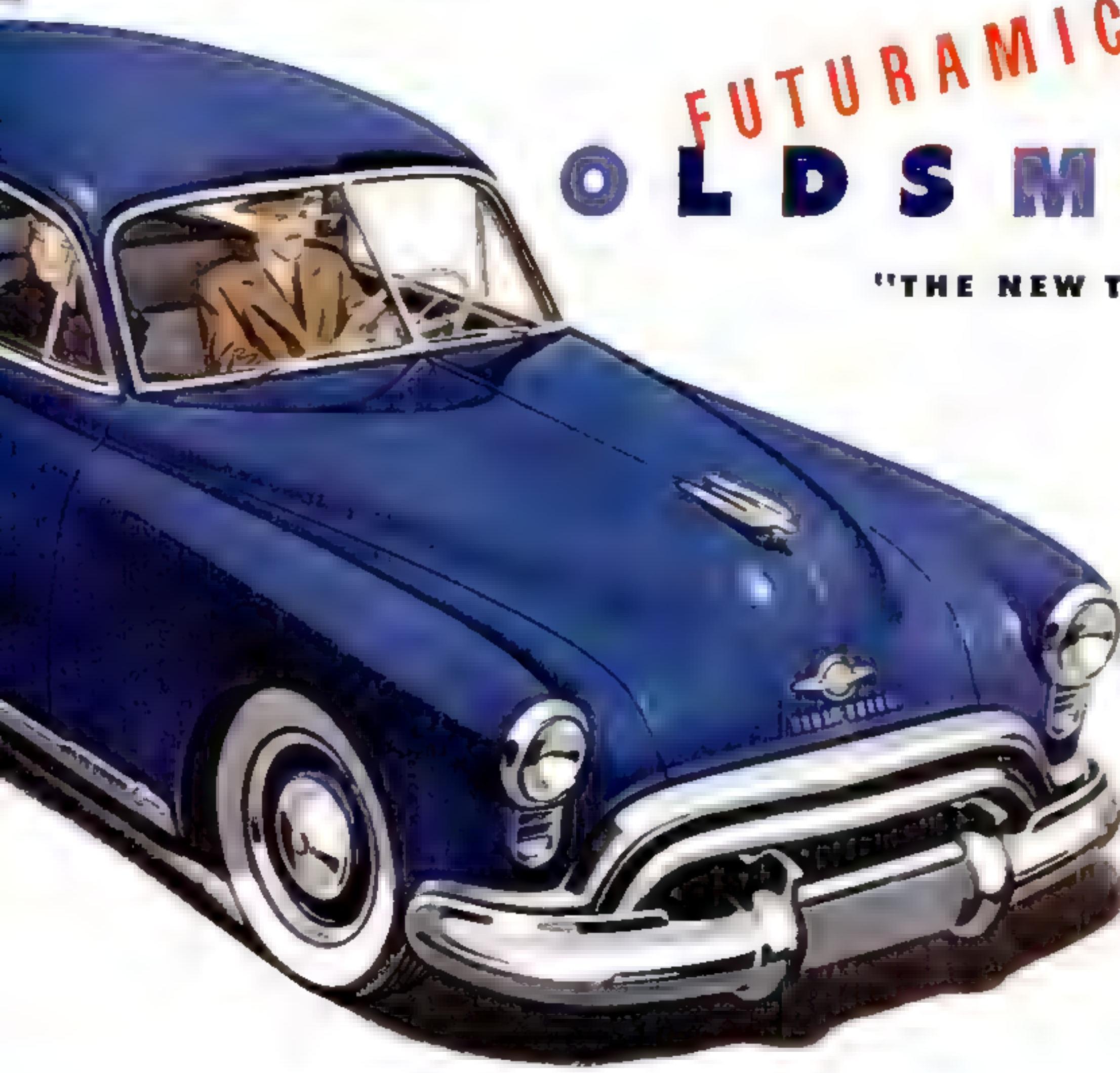
The New FUTURAMICS!



Strike up the band! Sing out the news! It's "My Merry Oldsmobile" in a triumphant new tempo, as two lines of Futuramics swing by on dress parade! There's a brand new Oldsmobile Futuramic "76" . . . with Fisher's newest body, panoramic vision, plus a remarkable new "Big Six" Engine. And leading the parade, a newly styled Futuramic "98" . . . with the revolutionary new "ROCKET" Engine! This is the engine you've heard so much about—a completely new, high-compression, valve-in-head eight that actually gives you more power on less gasoline! Combined with GM Hydra-Matic Drive, the "Rocket's" performance is so incredibly smooth, silent, and spirited, you've got to try it to believe it! Your Oldsmobile dealer invites you to inspect the new Futuramics—examine the new "Rocket"—experience "The New Thrill!"



FUTURAMIC
OLDSMOBILE
"THE NEW THRILL!"



Schick clicks again with New Travel Kit



Faces everywhere are turning to the all-new Schick for new electric shaving ease, power, comfort. Here it is in Schick's all-new Travel Kit!

THERE'S been nothing like it since men first said bye-bye to blades.

They're shifting to the all-new Schick as fast as dealers can get 'em on shelves.

You'll know why—on your very first try.

Press the Stop-Start Switch—and it purrs into action.

Square it against your face—and those V-16 Shearing Heads seem to melt your whiskers off. No stubble's

too stubborn—no whiskers too wiry for this new power-packed motor.

When you're through, every whisker that was on your face is in these new streamlined Whisk-Its!

What's left? The smoothest, cleanest face you've ever shown the world—with nary a scrape or scratch in sight.

Don't deny your face this pleasure a day longer. Head for the nearest Schick dealer—and an all-new Schick!

SCHICK INCORPORATED, STAMFORD, CONN.

Meet the All-New Super
in the All-New Travel Kit

The answer to the prayers of any man who ever travels. A sumptuous genuine leather kit designed by Rumpp. Zipper closure. Luggage-cloth lining. Contains nylon brush, comb, mirror, toothbrush container, nail file, shaver cord, shaver cleaning brush and — THE ALL-NEW \$21.00 SCHICK SUPER! Complete Kit, including Federal Tax, \$32.50.

New Schick Super, without Travel Kit, \$21.00
Schick Colonel, with new S-M Head, \$16.50

All-new, through and through

SCHICK *Electric* **SHAVER**



HERO-WORSHIPPING BOSTONIANS, as yet unaware of swindle, swarm about Ponzi (arrow) in 1920 as he emerges from Hanover Trust Co. to acknowledge cheers.

PONZI DIES IN BRAZIL

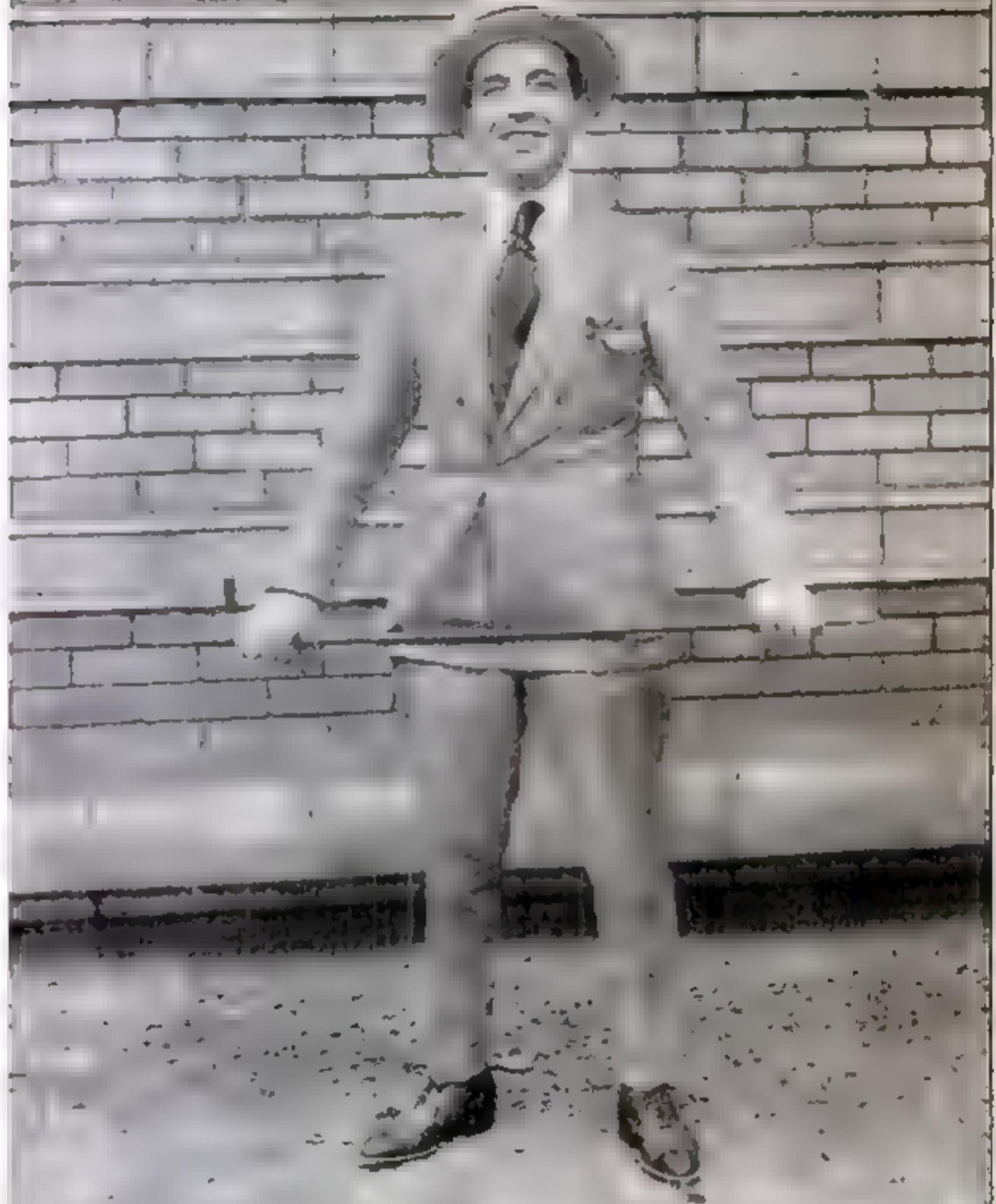
In the '20s his name meant swindler to Americans

On Jan. 15, 66-year-old Charles Ponzi, whose name became a national synonym for swindler in the '20s after he bilked trusting Bostonians of millions, died in a charity ward in Rio de Janeiro. He left an estate of \$75, which was barely enough to bury him.

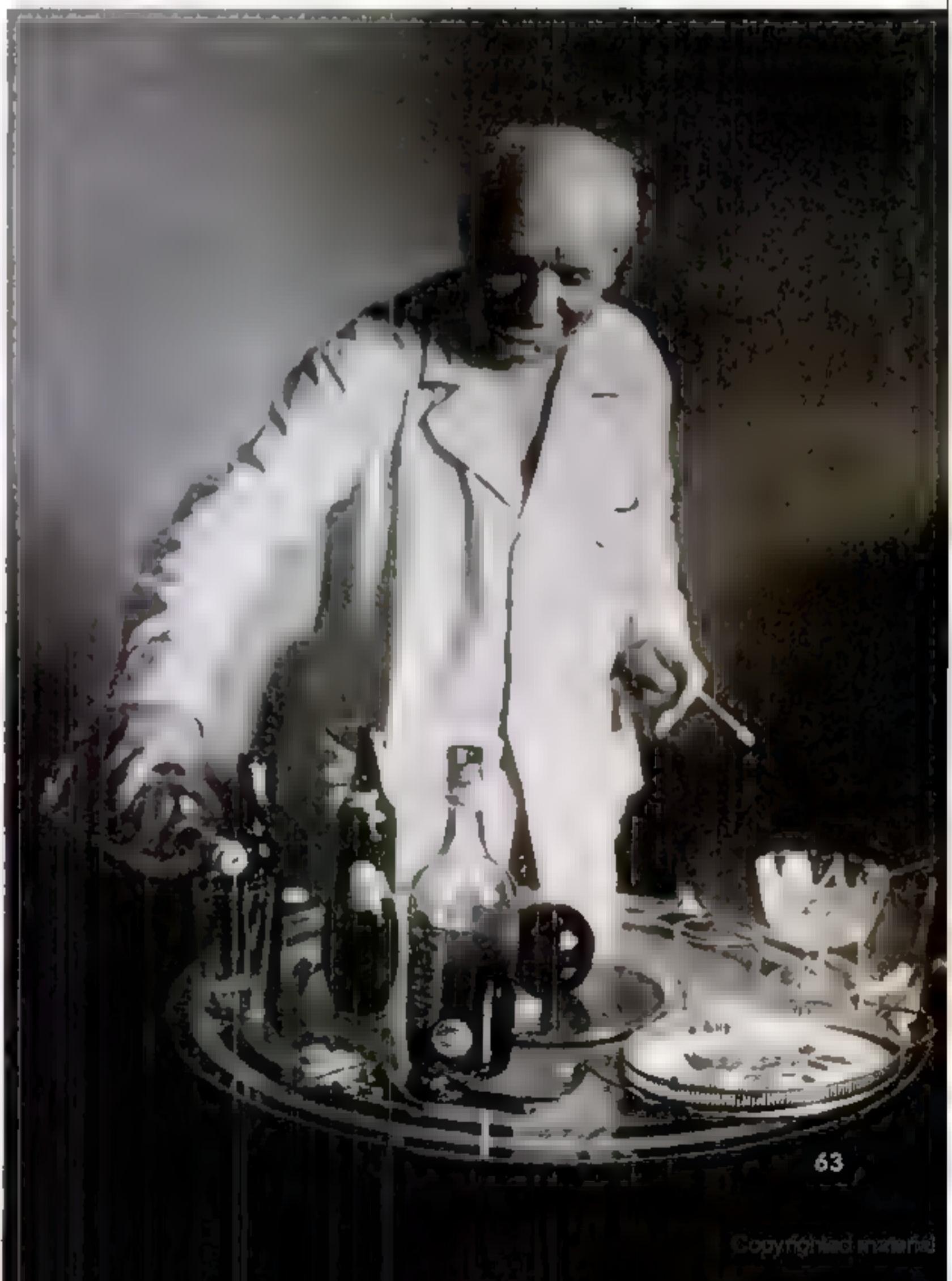
Ponzi's brilliant venture began in 1919 in Boston where, having failed as a fruit peddler, he was dabbling in the import-export business. One day he announced that he had discovered a method of making 50% profit on an investment in 90 days, and all of Boston quickly beat a path to his door. Widows, orphans and even staid financiers rushed to press their money into his eager palm. Ponzi hired 16 clerks to rake in the currency, which he kept in wastebaskets after his desk drawers overflowed. He paid off investors promptly—in fact he paid them in 45 days instead of 90. In a few months he took in \$15 million and became the best-known financier in the country. Then the bubble burst. It was discovered that Ponzi was not making a fortune by juggling International Postal Union reply coupons, as he had said, but was simply paying off his early investors with money collected from late-comers. When arrested he had assets of about \$4 million and liabilities of about \$7 million—no one was sure since he had kept no books. After 12 years in state and Federal prisons he was deported to his native Italy in 1934. From there he wandered to Brazil, where he was still talking vaguely about a comeback when he died.



ANOTHER PONZI VENTURE sale of underwater lots in Florida which he tried to start in 1924 between jail terms—was stopped before it became another swindle. All Ponzi got this time was insulting publicity from some practical jokers (above).



PONZI IN HIS HEYDAY in summer of 1920 was a dapper 38 year-old man (above) whose cockiness inspired confidence of his investors. Long afterward at 66 (below) he still had a careless charm as he served drinks in his pajamas to newspapermen in Brazil.





WHAT FEW PEOPLE EVER SAW — view of the cars uncluttered by pressing throngs — was obtained by GM President Charles E. Wilson by coming in early one morning.

The cars (*clockwise from upper right*): two Oldsmobiles, two Buicks, two Chevrolets, a Cadillac, two Pontiacs. At preview Wilson shook guests' hands for two and a half hours.



A SPECTATOR TRIES PHONE IN WILSON'S NEW CAR

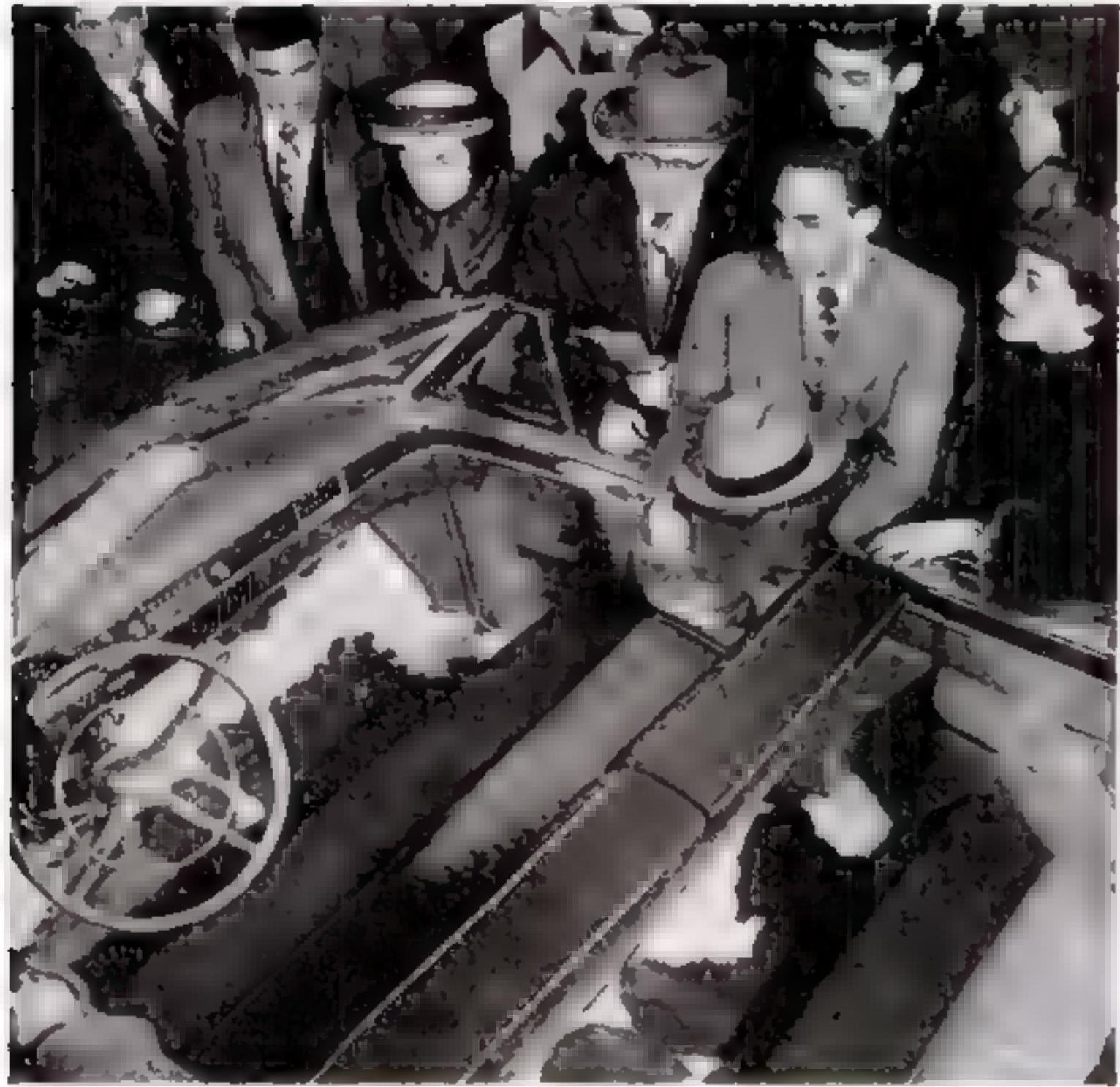
THEY WANT CARS

Throngs overrun the GM exhibit, prove U.S. still seeks new models

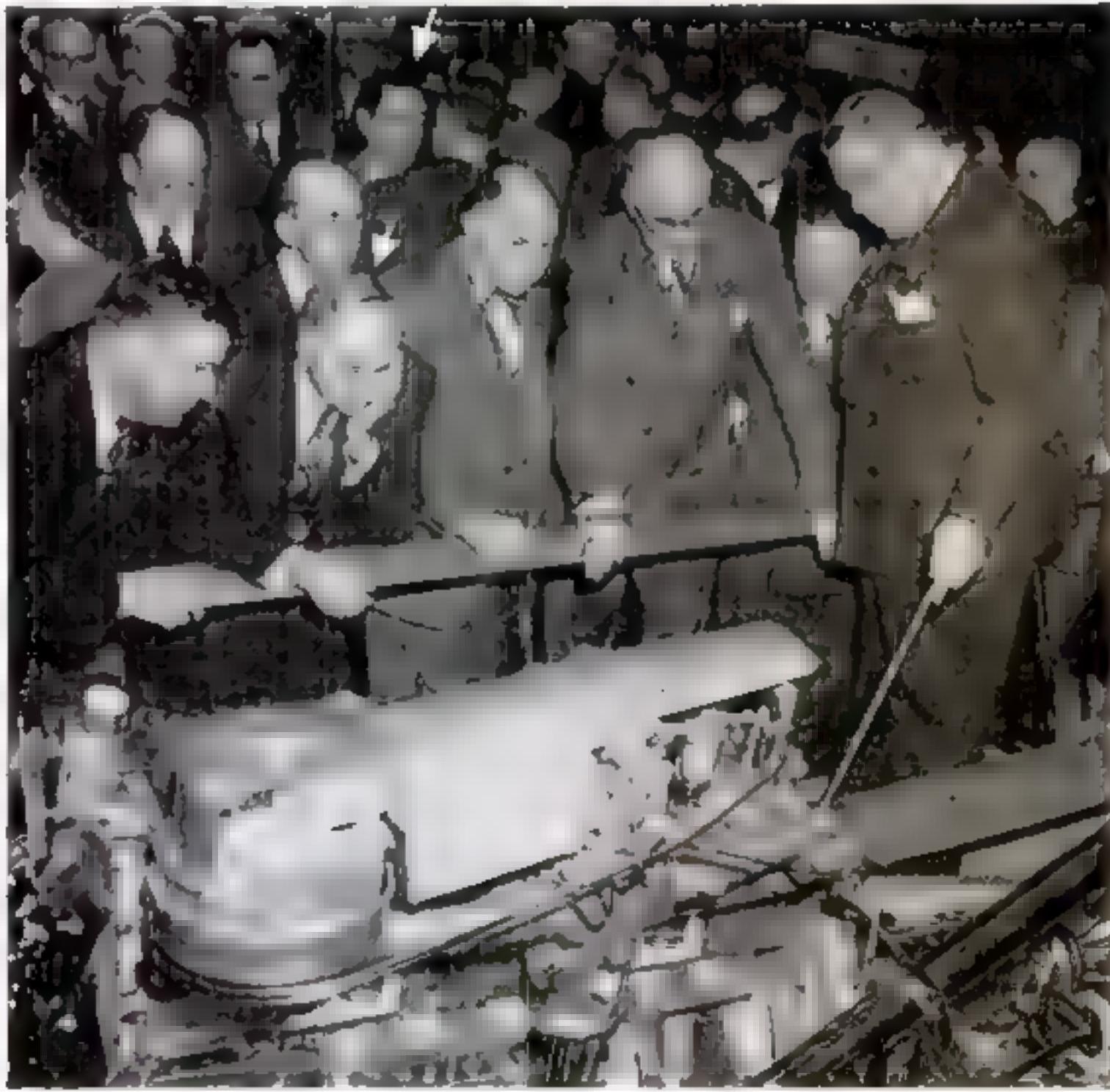
Last week the biggest crowd ever to trample the genteel rugs of New York's Waldorf Astoria—200,000 in the first three days—jostled up to the hotel's third floor to gape at a pleasant, recently unfamiliar sight: an automobile show. General Motors was displaying its cars, even though all but two of its five lines, Chevrolet and Pontiac, had already shown their new models. The 30 cars on display included both standard models and hand-finished cars like the quartet of Cadillacs that cost \$30,000 each and were destined for GM executives. Although it cost upwards of one million dollars and almost defeated its own purpose (the dense crowds made an over-all look at a car almost impossible), GM was well pleased with the show. It proved two things: people still love new automobiles and, even with supply and demand approaching balance, are still eager to order them.



INSIDE THE HOTEL PEOPLE STOOD SHOULDER TO SHOULDER. OUTSIDE LINE WAS TWO BLOCKS LONG AT TIMES



\$30,000 CADILLAC has floor rugs of Hereford hide with the hair still on it. The interior trim is silver, hand-engraved in Western style. Pockets in the doors have holsterlike flaps.



FORD VICE PRESIDENTS Ernest R. Breech (arrow, background) and Del Harder (foreground) were among competitors at GM preview. Harder is studying a Buick chassis.



THE TURKISH CAVALRY rides out for maneuvers from a post deep in the snowy mountains of Turkey's eastern frontier. In foreground, mounted on a handsome Arabian

charger, is Brigadier Avni Mizak, who has long been hated by the Russians for fighting them in World War I when Turkey was a German ally. Of this scene LIFE's photographer



TURKISH RIFLEMAN OF THE NEW ARMY CROUCHES IN TRENCH DURING MANEUVERS

TURKEY'S ARMY

**Modernized, it is an example
of effective aid by the U.S.**

PHOTOGRAPHS FOR LIFE BY DAVID DOUGLAS DUNCAN

Since the end of World War II the U.S. has given economic aid to many nations but has supplied major military assistance to only three—China, Greece and Turkey. Nationalist China and its armies are collapsing; Greece is fountaining in civil war, political dissension and military inefficiency. Only in Turkey, by the testimony of U.S. officials from ex-Secretary Marshall on down, has U.S. military aid been a real success. Some of the results are shown in these pictures.

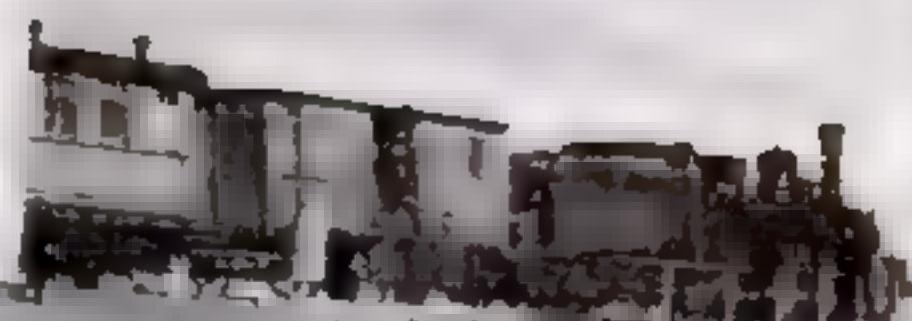
This success is important in the struggle of East and West because of Turkey's geographic position (*map, p. 68*) between Soviet Russia and the oil fields of the Middle East. The U.S. believes a strong, free Turkey is essential to the West in the present cold war. In the event of a hot war the U.S. wants a Turkish army that could delay a Soviet push toward the oil fields and bases near Suez. Such an army is in the making. Although traditional and colorful Turkish cavalrymen still range the eastern mountains (*left*), the young man above—American trained and equipped—is the soldier of the future.

There are several reasons for Turkey's relatively good showing. One is the fact that military aid is generally simpler to administer than economic aid. Another reason is that Turkey—unlike China and Greece—has not had to revamp its forces in the middle of a civil war. The stability of President Ismet İnönü's government, not affected by a recent cabinet change, has also helped. Finally, the Turks have lived in Russia's shadow too long to be deceived by Soviet propaganda charges of U.S. "imperialism." They are proud of their bright young officers and they know that their army and air force of more than half a million men need modern equipment to fight a modern war. Thus far the U.S. has allocated only \$117 million to the Turkish military program. How much the U.S. is getting for its money was indicated recently by a Washington official: "The Turks? They're really hot. Their morale is high. They are good soldiers. They know what to do with equipment when they get it. We ought to pour it in!"

wrote: "To me, watching them wind through the storm, it seemed much like seeing some of the famous old war paintings come to life, during the early battles across Europe."

TURKEY'S ARMY CONTINUED

KARS—SOVIET
SINIRI



THIS TINY TRAIN is the only thing allowed to cross Russia-Turkish border. It enters Russia under heavy guard, backs out after discharging diplomatic passengers and rail



TURKISH OFFICERS gaze across border at a burning Greek village set afire during a brief skirmish with guerrillas whose forays from the distant hills keep the Turks alert.



MAP SHOWS TURKEY'S RELATION TO THE SOVIET UNION AND THE MIDDLE EAST

THE FRONTIERS

They are protected now by U.S. arms

Turkey borders six other countries (*map, above*). On three of the frontiers—with Russia, Bulgaria and Greece—LIFE's photographer found reflections of old enmities and present tensions. The U.S. aid program has enabled the Turks to reinforce their Soviet borders, where Russian guards remain hostile and aloof and seldom show themselves except when a train crosses the border. There is greater tension than ever on the border of Turkey's onetime vassal, Bulgaria, now that the Bulgars have been communized. Only on strongly held Nationalist sections of the Greek frontier, where both armies receive U.S. aid, do the soldiers of the two nations fraternize.

To help Turkey secure these frontiers the U.S., in the first 18 months of the assistance program, has shipped 61,000 tons of military equipment and ordnance, as well as road machinery, aircraft, 11 small naval vessels and four submarines. It has brought some 500 Turkish officers and men to the U.S. for training and has established several schools in Turkey. Thanks to excellent Turkish cooperation and support, the U.S. has been able to carry out this program with a minimum of overseas personnel. The entire mission numbers only 363 persons.



ON BULGARIAN BORDER Turkish troops search frontier with sharp eyes. Border curves sharply around this outpost, making concealment difficult and trenches useful.



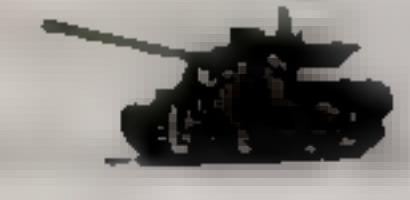
RUSSIA LIES ACROSS WIRE FENCE. REDS COME DOWN DAILY FROM THE WATCH TOWERS TO SWEEP PLOWED STRIP SO FOOTPRINTS WILL BETRAY BORDER CROSSERS



ON THE GREEK BORDER two swarthy Greek guards have tea and cookies with Turkish soldiers. Two Turkish officers politely refused seats offered them by the Greek

enlisted men. The Greek guests are welcomed partly because they give the Turks useful information about civil war and the whereabouts of Communist guerrillas near border.

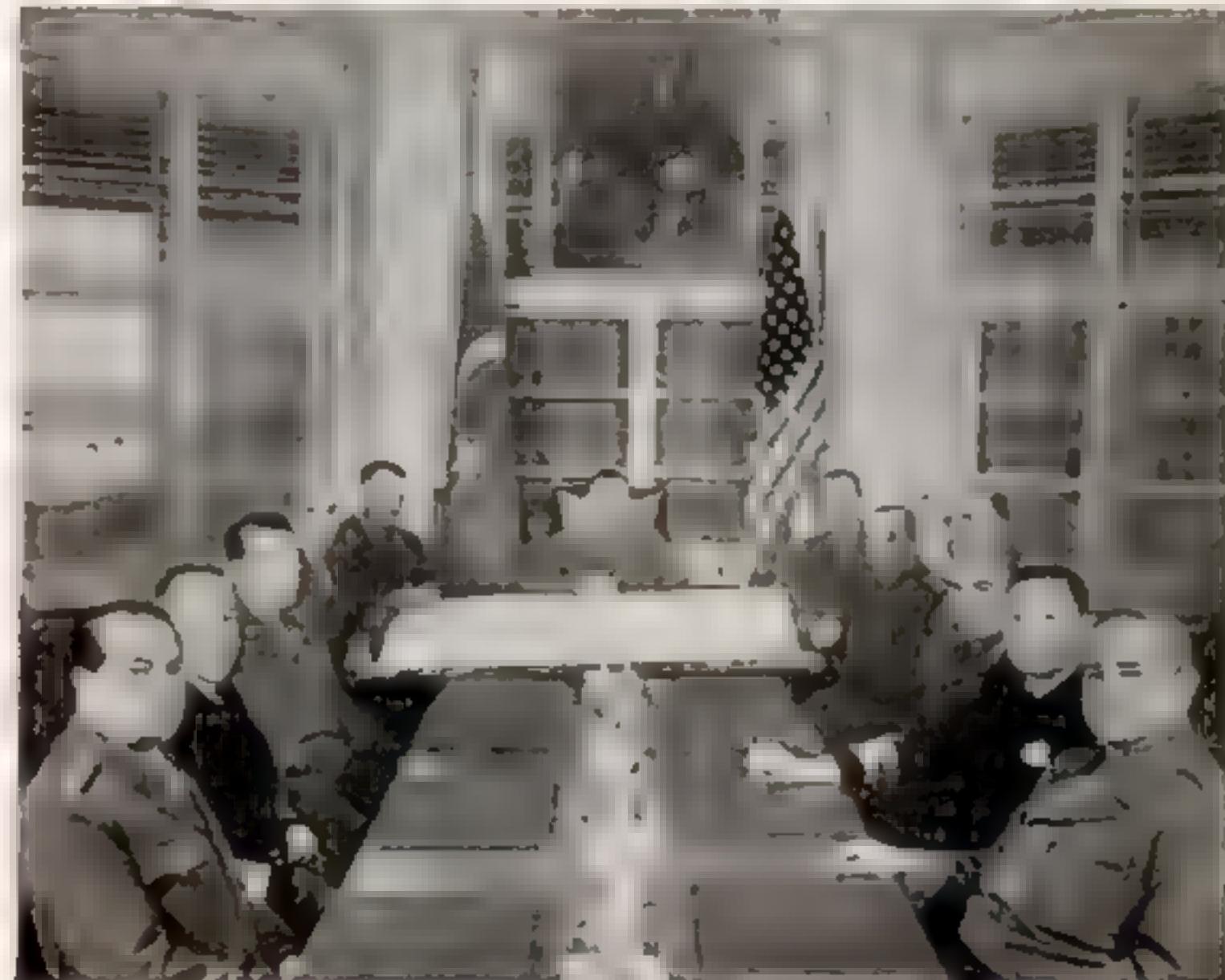
TURKEY'S ARMY CONTINUED



IN A MOUNTAINOUS SECTION OF EASTERN TURKEY NEAR THE RUSSIAN BORDER, ADVENTUROUS YOUNG TURKS ROLL THEIR MODERN AMERICAN TANKS ACROSS A SNOW-



AT ARMY TANK SCHOOL in Ankara young second lieutenants study a relief map of Turkey under the direction of Captain Nusret Altug (with microphone). The students use interphones in solving problems, exactly as they would in actual tank warfare.



TURKISH GENERAL STAFF, with General Muzaffer Tugayal sitting under portrait of President Inonu, meets with U.S. mission. Major General Horace McBride, coordinator of the aid program and U.S. Army mission commander, is fourth from left.

ALERT AND WELL DISCIPLINED, THESE TURKISH INFANTRYMEN PATROL THE RUSSIAN FRONTIER HIGH IN THE MOUNTAINS NEAR THE CAUCASUS. THEY ARE LED BY





BLANKETED VALLEY. THEY HAVE COMBINED ANCIENT AND TESTED TURKISH CAVALRY TACTICS WITH AMERICAN TECHNIQUES FOR TANK WARFARE IN ROUGH COUNTRY



STUDENT GENERAL pores over U.S. tank manuals. He is Brig. General Huanu Goking, commanding all armor on the eastern frontier. He is also studying English.



STUDENT SOLDIER practices use of a walkie-talkie radio at the Anatolia communications school. The instructions on the set say, "Before operating read TM-71-235."



AMERICAN TEACHER is Colonel William Littell, a supply expert. Here he huddles over a claretial stove in his chilly hotel room, reading *Tales of the South Pacific*.

AMERICAN-TRAINED OFFICERS AND SUPPORTED BY U.S.-SUPPLIED MOTOR TRANSPORT CONVOYS, WHICH HAVE BEEN CONCENTRATED IN THIS AREA OF GREATEST DANGER





A Life Round Table on **HOUSING**

THE HOUSING INDUSTRY, THOUGH MALIGNED BY THE PUBLIC, HAS SOME HOPEFUL IDEAS FOR THE FUTURE

by RUSSELL W. DAVENPORT Moderator

EVERY poll ever taken on the subject shows that there exists in the back of the mind of the average American the dream of a house of his own. The nature of this house varies according to the dreamer's tastes and habits. It may be a little nook in the country, or a conventional residence in a suburb, or a modest "unit" in a development with pleasant neighbors and plenty of facilities for the kids. It may be rambling and old-fashioned, or trim and modern. Whatever its type, the dreamer wants it well constructed, well equipped with modern gadgetry, easy to clean and keep and exceedingly reasonable in price.

Because of this dream, America has become a nation of home owners. Something like 53% of the people who live in towns and 65% of those who live in the country own their own houses. And nonfarm ownership has increased in the U.S. by a fabulous seven million since 1941. No other nation can match these figures. A home of one's own has become a reasonable expectation, not by any means for everyone in the land but for a majority of the people.

And yet the U.S. is profoundly dissatisfied with its housing. People complain that their houses are obsolete, that new houses are too expensive or else inadequate. They accuse the manufacturers of extortionate prices, labor of extortionate wages. The spark for much of this criticism was struck during the war when neither labor nor materials could be spared for housing; and after the war, with veterans wandering the country homeless, the "shortage" became a scandal. There are signs that this emergency shortage has been mitigated. In a rapid survey of the nation *The Wall Street Journal* recently pointed out that "new houses are standing vacant in many cities, some of them still unsold months after completion...." Nevertheless the public continues talking shortages and inadequate housing.

What is the cause of this popular dissatisfaction? Is it that we have failed adequately to house the "lower third"? Or is it that the housing industry has failed to meet the standards of a highly industrialized people accustomed to getting a lot for their dollars? The explanation may be a combination of these and other factors. In any case, the

CONTINUED ON NEXT PAGE



ROUND TABLE EXPERTS, NAMED BELOW, REPRESENT MANY SIDES OF HOUSING

Housing, symbolized by the picture of home production at left, is the vast subject discussed by LIFE's Round Table (above). Named clockwise the experts are. Fritz Burns, president, Kaiser Community Homes, Los Angeles; Philip M. Klutzuck, president, American Community Builders, Inc., Chicago, Ill. and former commissioner, FPHA; William J. Levitt, president, Levitt and Sons, Inc., Manhasset, N.Y., nation's largest house builder; Mrs. Samuel L. Rosenman, former chairman, National Committee on Housing; Frederick H. Allen of Harrison, Ballard & Allen, housing consultants, New York City; Alfred Gross of Gross-Morton Corp., Jamaica, N.Y.; Ralph I. Straus, director, R. H. Macy & Co.; Cliff May, designer and builder, Los Angeles; John Normile, building editor,

Better Homes and Gardens; Bernard A. Savage, substituting for Bror Dahlberg, chairman, The Celotex Corporation; Carl G. Strandlund, president, Lustron Corporation; F. K. Weyerhaeuser, president, Weyerhaeuser Sales Co., St. Paul, Minn.; L. Douglas Meredith, executive vice president, National Life Insurance Co., Montpelier, Vt.; stenotypist; Richard J. Gray, president, Building and Construction Trades Dept., A.F. of L.; Joseph D. Keenan, secretary, Chicago Federation of Labor. Against wall at right is James G. Rogers Jr., business consultant. Not included in picture: Senator Ralph E. Flanders of Vermont; Henry Wright, architect and managing editor, ARCHITECTURAL Forum; Alfred Barten, president of Small Homes Development Corp., Wilmington, Del.; Russell W. Davenport, moderator.

HOUSING CONTINUED

American people are so dissatisfied with their housing that they are launching upon substantial public programs—federal, state and municipal. And while there is certainly room for intelligent public housing, there is a danger in the people's present attitude. Public programs have a way of leading to more public programs, and unless we know precisely what we are doing we could quickly find ourselves involved in housing in a highly socialistic way. Before opening Pandora's box, it may be well to do a little sober thinking on the subject.

With this thought in mind the editors of LIFE decided to hold a Round Table on Housing. After months of preparation, which included a number of preliminary discussion groups, they called together the panel shown on page 73, representing many elements of this vast and intricate industry. Since complete representation was impossible, emphasis was given in the selection of the panel to those who represent new ideas that give hope of vitalizing the industry in the more or less immediate future.

The editors did not pose to this panel the question of whether or not the American people ought to undertake a public housing program. That question enters the field of national policy beyond the scope of the housing problem itself. Moreover it cannot be answered intelligently until a more elementary question has been surveyed, namely, whether private enterprise itself can solve the housing problem in any adequate way. The editors, therefore, presented the LIFE panel with a purely capitalistic question that anyone is entitled to raise regarding any industry in a free enterprise system: *Can the Housing industry produce more houses and better houses, cheaper?* It was to that question that 16 men and one woman sat down one Friday afternoon in December at the Westchester Country Club in Rye, N.Y. for 16 hours of strenuous debate.

I. What Is a House?

I BELIEVE it would be highly desirable," said L. Douglas Meredith, executive vice president of the National Life Insurance Co., summing up the debate on Sunday morning, "to explain what a house is." The good sense of Mr. Meredith's advice was not lost to the Table. For if anything had been made clear during the long discussion, it was that the average person who talks about curing the housing "shortage" has a very vague idea of a house. The temptation is always to jump to a superficial analogy between a house and some typical product of American industry, such as an automobile. But such analogies lead to nothing but false conclusions. The building of a house has hitherto resembled most nearly the building of a ship—a product that is notoriously stubborn in its resistance to classical mass-production methods. But a ship can be built in a shipyard and floated away. Even assuming that a house can be built entirely in a factory—as proposed at the Table by Carl G. Strandlund, president of Lustron Corporation—it cannot by any means be floated away. It must be transported at considerable expense to the site.

Moreover, when a prefabricated house arrives at its site, only about half of its total cost has been incurred. For a house, unlike a ship, to say nothing of an automobile, has to be connected with all the various services and utilities that are necessary to modern living. William J. Levitt, the spectacular builder of Manhasset, N.Y., was most eloquent on this point. "There is no such thing as a complete, factory-engineered house," said Mr. Levitt, "because no one has discovered how to prefabricate the land, how to prefabricate the road in front of the land or the water main that goes into the house. Just consider for a moment that Levittown [the name of Mr. Levitt's big development on Long Island] had 6,000 houses that were absolutely worthless unless we sank water wells. You cannot prefabricate those. They would be absolutely worthless unless we got in 6,000 individual cesspool systems—and you cannot prefabricate those!"

A house is linked not only in a physical sense with the utilities and services of modern life, it is linked in a legal sense with a complex system of laws designed—theoretically at least—to assure safety, fire protection and other requirements of society. These laws come under the heading of building codes (what kind of materials and constructions can be used in a house) and zoning laws (what kind of houses can be built in a given area). Some are promulgated by the state, some by the county, some by cities and towns; all put together, they

THIS ARTICLE CONTINUED ON PAGE 77



WILLIAM J. LEVITT

Be big enough to fight

The most aggressive member of LIFE's Round Table, whether as builder or debater, was William J. Levitt, president of Levitt and Sons, Inc. of Manhasset, N.Y. He feels that he has started a revolution, the essence of which is size. Builders in his estimation are a poor and puny lot, too small to put pressure on materials manufacturers or the local czars of the building codes or the bankers or labor. A builder ought to be a manufacturer, he said, and to this end must be big. He himself is a nonunion operator.

The Levitt prescription for cheaper houses may be summarized as follows: 1) take infinite pains with infinite details, 2) be aggressive; 3) be big enough to throw your weight around, 4) buy at wholesale, and 5) build houses in concentrated developments where mass-production methods can be used on the site. Of these factors, buying at wholesale from the manufacturer is his most potent theme. In the housing industry this is heresy. Manufacturers generally insist on selling only to distributors and jobbers and will refuse to sell direct to the builder, no matter how big he is. This means that the builder buys retail.

Bron Dahlberg, chairman of the Celotex Corporation, made the point that if Celotex should reduce its price 10%, the resulting savings in the price of a house would scarcely be noticed. Mr. Levitt agreed with this. He cited figures (not verified by the Table) showing that for every dollar that the buyer of a house pays for wallboard (such as Celotex) only 37¢ goes to the manufacturer. "In order to get anywhere we must find out what happens to that other 63¢ of the consumer's wallboard dollar," he said. And he quoted similar figures for other materials.

Mr. Levitt's gambit for eliminating such excessive distribution costs is simple. He has set up his own jobbing firm, which buys wholesale and delivers the materials to the Levitt site at cost.

The Table welcomed Mr. Levitt's approach as a real—if partial—solution to the housing problem. He may not build the most attractive house in the world, but by becoming big enough to fight his own battles in an economy of giants he has brought down the price of a well-equipped house.



THIS LEVITTOWN HOUSE, simple though well equipped, looks much like all the 5,999 others in the same Long Island development but is priced at only \$7,990.



FREDERICK H. ALLEN



CARL G. STRANDLUND

A housing "General Motors"

Perhaps the most daring idea proposed at the Round Table was that of Frederick H. Allen of Harrison, Ballard & Allen, housing and planning consultants. Mr. Allen proposed to set up a housing giant capitalized at \$100 million and patterned after General Motors. It might be called the "General Housing Corp." It could have many products just as General Motors does. "It might begin with moderately large housing developments," Mr. Allen suggested, "but it also could be geared to get into the prefabrication of parts, so that in the course of time it could contribute, through a good hallmark of quality, to little builders all over the land." In short, it would sell not only to consumers (as General Motors does) but also to the industry itself.

Some of the advantages of a big corporation of this kind might be:

- 1) Research and experimental facilities which the industry now lacks.
- 2) An opportunity, as Mr. Allen stressed, to do some educational work in housing through national advertising—also lacking now.
- 3) The ability to provide labor with some of the benefits it gets in other industries—as for example pensions, hospitalization, accident insurance, etc. The present lack of security of the building mechanic tends to boost hourly rates. The modernized labor policy of a big corporation might help to check this.

Some members were skeptical of this idea, but many looked on it approvingly. Ralph L. Straus, a director of Macy's, favored it although he stressed the difficulty of raising the capital and suggested the formation of a holding company of existing units. Mr. Levitt, on the other hand, was enthusiastic and was positive that the capital could be raised.

The possible application of the idea to the problem of the small builder is perhaps its most important feature. Said Dorothy Rosenman, former chairman of the National Committee on Housing, "The small builder starts with the advantage of low overhead—perhaps an office in his hat or in his front parlor with the wife taking the phone messages. Experience has shown that these little builders can usually undercut the cost of big builders. Since the vast majority of homes are built in smaller communities, which cannot absorb large building operations, the small builder is a strategic fellow to help in this drive to cut housing costs."

What the small builder needs, according to Mrs. Rosenman, is help from the local dealer, who should provide him with a kind of assembly line by offering more pre-cut parts and "module units." "The individual builder should not have to handle each one of the 30,000 parts that go into the traditional detached house of average size. As many as possible should be delivered to him assembled."

It is conceivable that a "General Housing Corp." could operate in this field to the great advantage of all concerned. As things stand today there is no way to induce the local dealer to apply the advanced methods that Mrs. Rosenman advocated. A big corporation, however, working out from various geographical centers, could conceivably develop a large line of prefabricated parts of proven quality and could induce its dealers to handle them in certain more efficient ways. This is standard practice in other industries but has hitherto been impossible in housing.

Save on the assembly line

The Round Table's prophet of factory mass production in housing was Carl G. Strandlund, president of Lustron Corporation. Lustron offers a factory-prefabricated house, and Mr. Strandlund refuses to be deterred by the many failures in this line. He refers to the early days of the automobile business when there were hundreds of failures for every success. With more than \$25 million of RFC money and a huge factory at Columbus, Ohio (theoretical capacity: 40,000 houses a year), he is producing a beautifully designed house (below) for \$9,000 to \$10,000 with lot.

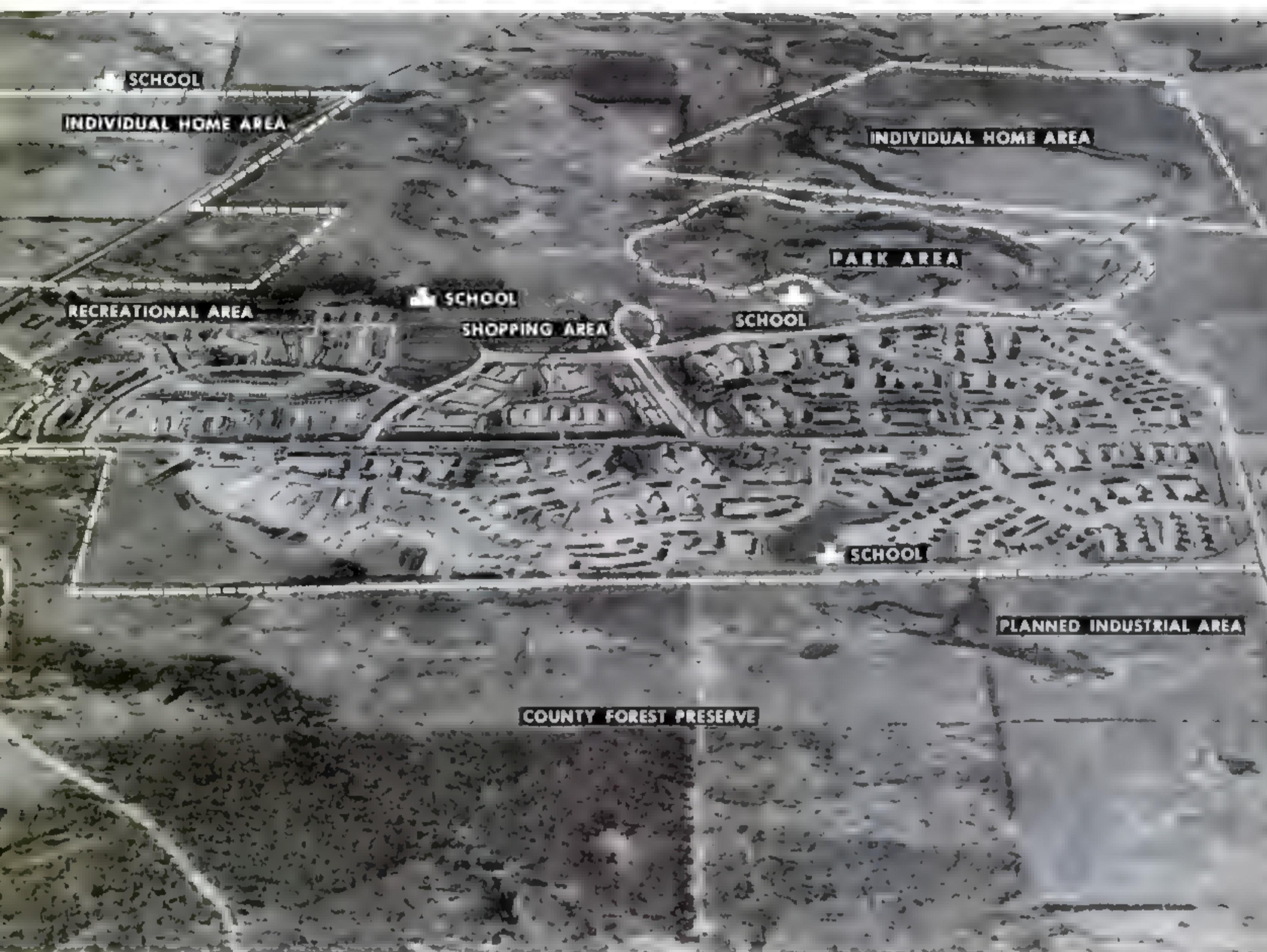
Mr. Strandlund has swept aside the wooden house and has adopted for his walls a new material called "architectural porcelain." This and the wide use of metal enables Lustron to substitute welding for carpentry and to use other mass-production processes. Lustron is now producing 12 complete houses a day and its schedule calls for 30 a day by Feb. 9.

"We are a revolution," Mr. Strandlund said. "We have worked like beavers. And we have found that the public really has been looking for something along this line. Every day we get more houses out and get more acceptance from the public. We believe that our approach has a great chance to be the right answer to the housing problem."

The Table viewed the Strandlund approach with a certain amount of skepticism. Mr. Levitt objected that you cannot prefabricate the land, the water mains, the sewers, etc. Other objections were raised by Alfred Barten of the Small Homes Development Corp. of Wilmington, Del. who spoke from experience with the prefabs of the now insolvent William H. Harman Corp. Mr. Barten considered that "the burden of proof is on the prefabricator." Lustron's efforts to build a dealer set-up, he thought, will lead "to prohibitive sales costs" because at every step the dealer will meet with local resistance. Mr. Klutznick was more hopeful and added that the whole nation has a stake in the Strandlund experiment because the conventional builder affects only his area whereas, if successful, Lustron will affect housing everywhere. Mr. Strandlund believes that mass production, while unable to satisfy every taste, can meet a great portion of the demand.



LUSTRON HOUSE, which is mass-produced by Strandlund, is a well-designed five-room unit of welded steel, finished in porcelain enamel. Cost: \$9,000 to \$10,000.



PARK FOREST, Philip Klutznick's 2,400-acre complete community, will eventually be a city for 30,000 people. In the photodiagram above, the area at center, finished or under construction, contains 3,010 multiple units of permanent rental

housing. In the areas marked at top 4,000 individual homes will be built for individual sale. The community is planned down to schools, shopping center, numerous parks, a forest preserve and a carefully segregated 475-acre industrial area.

Modern large-scale builder becomes of necessity a city planner

The tendency of the modern builder to become a big operator has created a new housing problem—that of the community. A man who puts up several hundred houses in one spot finds it necessary to provide for shopping and recreational facilities, schools, churches and various community necessities. His business becomes not merely one of building houses but a matter of planning little towns, or even cities.

At LIFE's Round Table Messrs. Gross, Burns and Levitt had taken such steps. But the builder who is going furthest in this respect is Philip M. Klutznick, former commissioner of the Federal Public Housing Authority under Franklin Roosevelt. Mr. Klutznick's project, called Park Forest, 30 miles from Chicago, is different from the ordinary housing development in that from the very beginning it was planned out as a whole city of 30,000—about the size of Ann Arbor, Mich. The most advanced planning has already gone into it. It will be a city without smoke, without clatter and without traffic jams. The houses

will be situated in an informal but orderly way, with an integrated system of schools and playgrounds, churches (whose land is donated) and a loop design for its streets, so that traffic will flow freely.

Park Forest is being founded on a solid core of rental units (\$72 to \$95 a month) plus schools and churches. This is now under way, and foundations are being poured for its shopping center rentals. Thereafter the industrial section, a tract of about 475 acres, will be developed. It is upon this solid foundation of a stable community that the developers will erect single-family houses for sale.

In short, Mr. Klutznick and his associates are in the business of creating not merely houses but a pleasant and convenient place in which to live. The encouraging aspect of this kind of work is that it shows how private capital, if sufficiently enlightened, can apply and develop those principles of social planning which are all too often assumed to be solely the province of the state.



PHILIP KLUTZNICK AT THE ROUND TABLE

HOUSING CONTINUED

constitute a kind of maze in which the building industry gets lost.

The most eloquent member of the panel on this subject was the brilliant Long Island builder, Alfred Gross. Mr. Gross pointed out that there are about 2,000 different building codes in the country, with the result that every building operation designed to meet the requirements of a given code is restricted to that particular area. "Bill Levitt builds in Nassau County," he said. "He cannot build his particular houses in Queens County. I build in Queens County. I cannot build my particular houses in Nassau County. And neither of us can build in Westchester County. In the automobile business, if someone comes up with a new idea it can be used throughout the country. In the building business you often cannot use it across the street."

But this is not all. Besides being linked physically to the utilities and legally to the zoning and safety requirements, a house must be linked in many intangible ways to its *community*. Except in farming areas, it must be within easy reach of schools, shops, amusements, churches and so forth. In other words, as illustrated on page 76, it is not an isolated article of commerce, like an automobile, but a complex social cell resisting the production line.

The consumer

FINALLY, like every other product, a house has to appeal to the consumer; but the demands of a consumer when he or she comes to buy a home are almost infinitely complex. A family may put a lot of discussion into the purchase of an automobile, but they have to put their lives into the purchase of a house. To explore this side of the question LIFE invited Ralph I. Straus, a director of R. H. Macy & Co., the great New York department store, to participate in the Round Table. And Mr. Straus made the important point that when the building industry consults the consumer it comes out with answers that increase the difficulties of mass production.

This fact had already been revealed at a preliminary discussion group of housing "consumers" which LIFE held in Chicago in collaboration with *Better Homes and Gardens*. The group was composed of 10 housewives from various parts of the country who take an intelligent interest in the housing question. These ladies did not represent an economic "sample"—their incomes are above average. They were chosen because each has a different type of house and different requirements for living.

For example, Mrs. Stanley Johnson of Des Moines, Iowa lives in a \$10,000 (including lot) Lustron prefabricated house and is very enthusiastic about it. Mrs. Conrad J. Studer of Evansville, Ind., on the other hand, had lived in a small house in a new development called Bradford Homes. She and her GI husband had purchased it for about \$7,900, but the house was so badly built that they forced the builder to buy it back and took to a trailer. Mrs. Charles H. Pease of Terre Haute, Ind. has a nine-room modern custom-built house, designed for its site. It belongs in the \$25,000 class. Mrs. Lee E. Dale of Fond du Lac, Wis., told how her husband, a local postman, built their house in his spare time. It cost them \$10,000 and is worth about \$17,000.

Although the tastes and habits of these and other ladies at the Table varied greatly, there were a number of points that they all held in common. For instance, most of them wanted fireplaces that would work. Almost all of them preferred one-story to two-story houses, even though the former are somewhat more expensive to build, per cubic foot of space. They wanted moderate-sized, well-equipped kitchens, plenty of closet and storage space, and a good many of them—especially those with children—wanted separate dining rooms. The current vogue of placing a dining area in the living room was not popular, but most of them liked the idea of a dining area in the kitchen.

Almost all of these ladies complained that contemporary builders are making houses too small. They want space to live in. This is not merely a question of the number or size of rooms, however; it has to do with individual family requirements. Thus Mrs. Richard M. Hough of Glenview, Ill., though she has no children, has to have a large house (1,500 square feet for only three rooms) because "my husband weighs 210 pounds. We need space to get around in." Mrs. Zealy Holmes of Edelstein, Ill. had different requirements. "The Lustron house wouldn't serve our purpose," she said. "My husband wouldn't have a room for his office and we wouldn't have a place for my daughter's playthings."

MODERATOR. "Lustron has a utility room."

MRS. HOLMES. "The utility room wouldn't hold my deep freezer.

CONTINUED ON NEXT PAGE

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HOUSING CONTINUED



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I have an 11-foot deep freezer, a washing machine, an ironer and several other things. I think the child should have a room to play in too."

MODERATOR. "In other words you like to have quite a little space to live in?"

MRS. HOLMES. "Yes."

MRS. PEASE. "To be an individual, anybody does."

MODERATOR. "You mean, to have privacy?"

MRS. PEASE. "Yes, a chance to develop one's own interests and a chance for the children as well."

These ladies obviously wanted, and were able to afford, more space than a builder can put into a really low-cost house. Yet it was brought out by John Normile, building editor of *Better Homes and Gardens*, who attended both the consumer discussion group and the Rye Round Table, that this demand is nationwide. And Dorothy Roseman, former chairman of the National Committee on Housing and author of *A Million Homes a Year*, who was a member of the Rye Table, raised a clear warning that the houses the industry is currently offering are too small and that if builders attempt to get their prices down by cutting the size further, they will meet with strenuous consumer resistance. In any case the ladies at the consumer discussion group felt so strongly about this that the moderator confronted them with a hypothetical question. Given their choice, he asked, between a large amount of modern equipment and mechanization, or greater space at the sacrifice of equipment, which would they choose? Almost all of them said that they would rather accept sacrifices in the mechanical equipment—for instance, they would try to get along with less expensive heating systems—in exchange for more living space.

When confronted with the prospect of the standardization of their homes, these ladies were anything but enthusiastic. The moderator reminded them of the suggestion often made by prefabricators, that the homes of the future would be sold like automobiles, with new "models" being brought out each year. Mrs. Hough, who now has a house that she loves, thought that that would be "terrible." Mrs. Studer objected that "you would have to keep changing environment, changing schools for your children and changing your churches. Your children would always have to have new friends. I am living in a trailer now; my next house is going to stay put in one place!" Mrs. Johnson, who owns the Lustron house, liked the idea of a new model and said that she would buy a 1952 model if it were enough better and if her family could afford it. But Mrs. E. F. Patten of Oxford, Ohio objected. "You may feel that way at a certain age of your life," she said, "but you come to a time in life when you want to put down roots."

Almost all of these ladies regarded a house as something which must have an individual character. They placed great emphasis, for example, upon the importance of the site. Mrs. Studer, who had enjoyed living in a development despite her misfortunes with her house, was the only one who voted for this type of living; all the others wanted to choose a site and have the house built to conform to it. Many of them stressed the fact that the house exerts profound influences upon the children, just as important as their official education. There should therefore be beauty in the surroundings and charm in the home—what Mrs. King Park of Lombard, Ill. called "gracious living." Most of them would have gone along with the summary of Mrs. Charles H. Gill of Madison, Wis. "I like the feeling of living at home," said Mrs. Gill. "I want the activities of life to center in the home. I want the children to build memories. They are building some right now, memories which they are going to fall back on when they get out into the world."

A house, in short, is not merely a mechanical product. It is not even merely a physical or material product—though even on this plane standardization and mass production are difficult. A house transcends the physical and transcends the tangible to become part of its surrounding civilization. It is a civic or social product; and for those who live in it it has a spiritual significance. These elementary facts must constantly be borne in mind if our efforts to house ourselves better are not to meet with disaster.

II. The Housing Industry

COMPARED to other industries the building and construction industry is like China. It is very big—its \$18 billion volume of business for 1948 was second only to that of agriculture. It is old and consequently inherits methods that have little to do with an age of mass production. And it is a hodgepodge of many inharmonious elements—suppliers of raw materials, manufacturers, builders, speculators, financial institutions, architects, designers, jobbers,

"There Are Many Mints
But Only One
After Dinner Mint"—

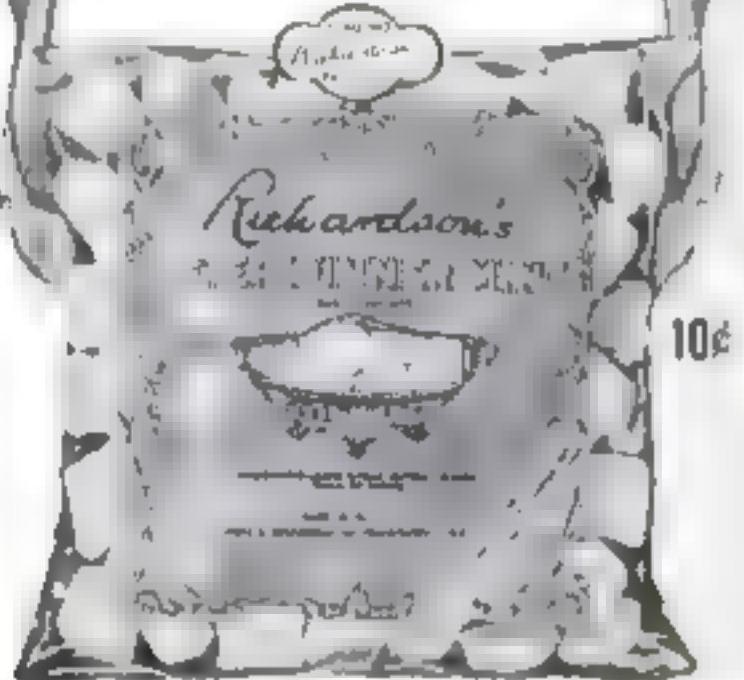
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"It's something to eat I don't hafta ketch first."

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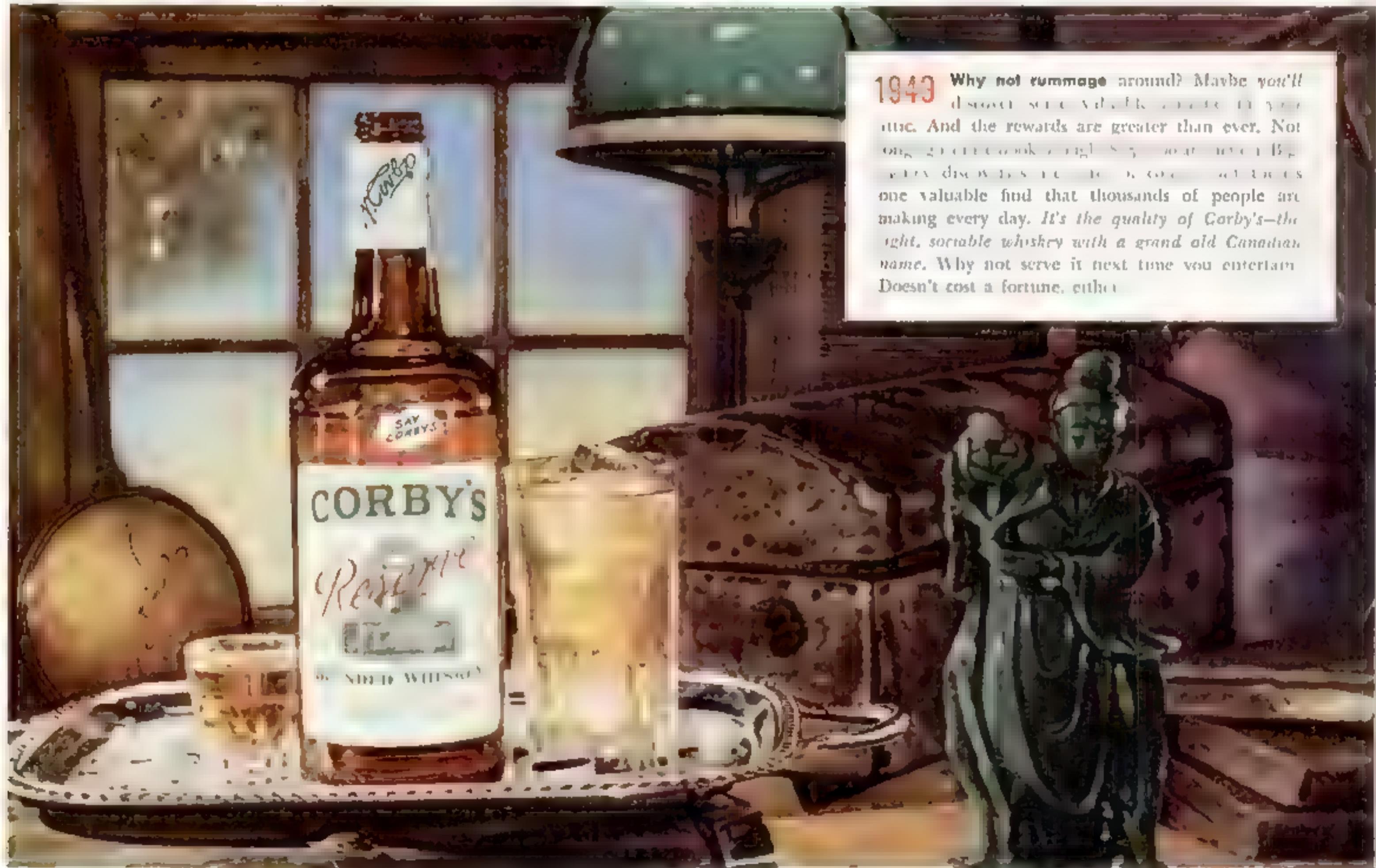
1856 There may be gold in your dusty old letters, postage stamps or antiques. Remember the famous British Guiana 1¢ stamp? Issued 3 years before the name Corby's began its great tradition in Canada, it's worth over \$10,000 today! (And in 1873, the unsuspecting finder settled for \$1.50!)



1907 A lucky junk dealer bought 120 tons of waste paper from the old Barge Office in New York at a few dollars a ton, when the name Corby's was in its 49th year of fame in Canada. What a buy! Historical letters worth thousands of dollars were sorted out of the scrap.



1925 A woman in Worcester, Mass., cleaning her attic, found a paper-backed book of poems signed "A Bostonian." It brought \$17,500, in this 67th year of Canadian renown for the name Corby's. You see, "A Bostonian" was Edgar Allan Poe, and the book was a first edition of his "Tamerlane."



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HOUSING

contractors, subcontractors and some 40 different skilled trades organized into 19 international unions.

The troubles of this industry are legion. In the first place, that part of it which is primarily concerned with housing (herein called the housing industry) is inextricably tangled with the whole field of general construction—bridges, dams, causeways—and even the faraway decisions of diplomats concerning the size of the U.S. Army and Navy. All these have their repercussions on the American dream house in terms of the availability of materials and labor and consequently of quality and price.

Secondly, even within the housing industry itself, there is no kind of cohesion, no integration, no leadership such as that which is provided in other industries by big corporations. The industry has a habit of riding off in all directions at once: when prices are high it builds frantically, when they are low it almost stops; and the result is a boom-and-bust cycle more violent than any in the land.

The person at the LIFE Round Table most interested in the problem of stabilizing the housing industry, which would lead to real economies, was Senator Ralph E. Flanders of Vermont. But he did not hold out much hope. The one ray of light he saw was the possibility of educating the public and its elected representatives to hold back public works of all kinds *as much as possible* (they obviously cannot be held back entirely) in good times, and to increase them when times are bad. "Public housing bills," the senator said, "should carry some provision that will lead to the expansion of public housing when we fall below X number of home units a year—I was thinking of 800,000 units as being the signal for commencing public construction." Flexibility of government construction would not solve the problem of the building cycle, but it would greatly alleviate it.

Thirdly, the price of the industry's product, a completed house, is so high in relation to the average buyer's income that the whole industry is deeply involved in the problem of financing. At the LIFE Round Table it was Alfred Gross who kept coming back to this aspect of the matter. According to Mr. Gross, the housing problem begins with financing: when financial terms are easy and fluid, building flourishes; when it is hard to get mortgages and loans, building languishes. Mr. Meredith of National Life pointed out that, on the other hand, the cost of financing is the *only* housing cost that has declined in recent years, owing to government control over all interest rates. But he added that it is not sound economics to drive interest rates down and keep them there. Excessively low interest rates, he said, constitute a vicious hidden tax on the economy.

It was the unanimous opinion of the Table that, despite the public hue and cry against it, the housing industry has in recent years done a good job. That is to say, faced with serious materials and labor shortages, it has plunged into a mountain of work and taken a good deal off the mountain. But the builders also claim that houses

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ALFRED GROSS

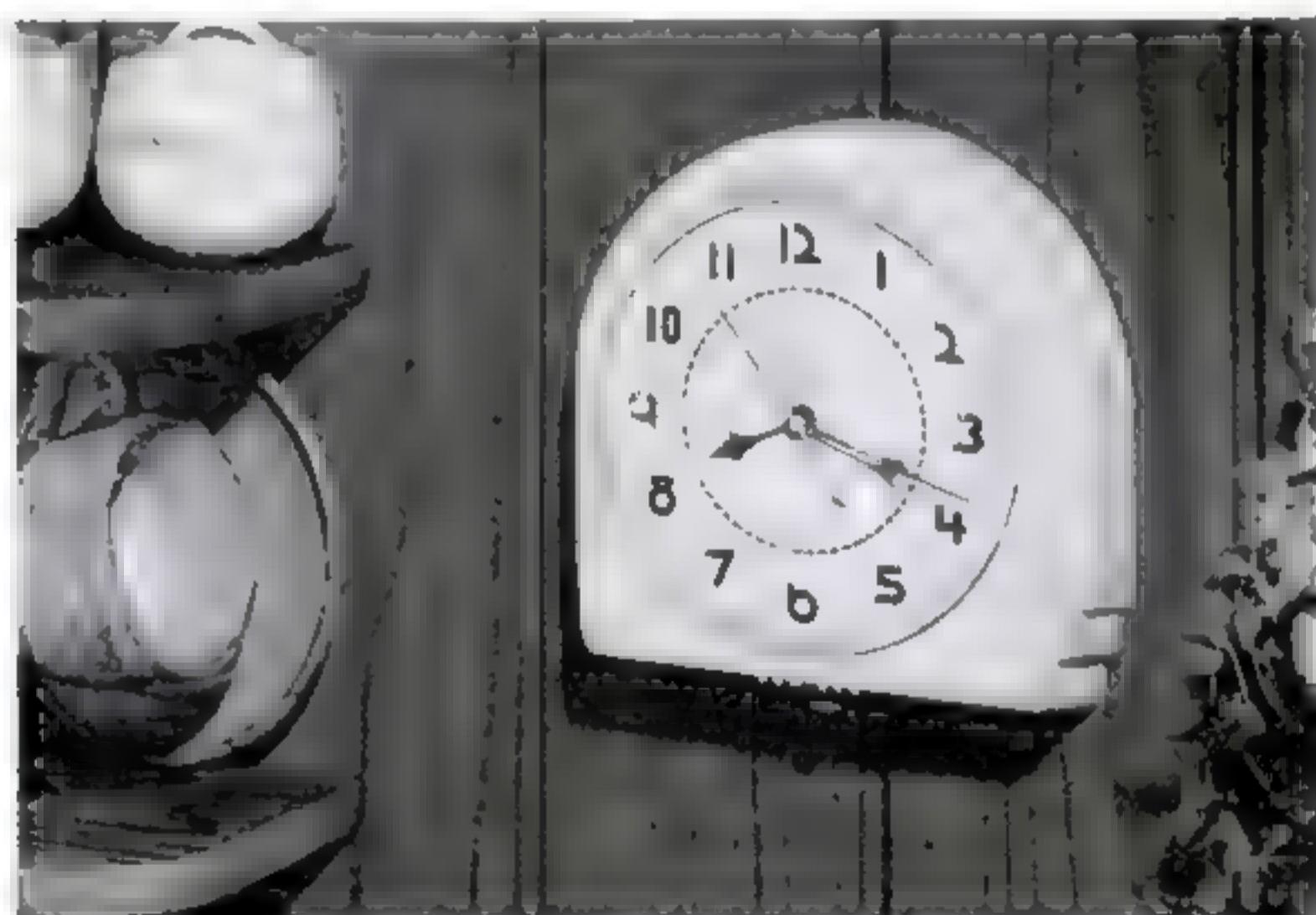
His Glen Oaks Village in Queens, New York City (above) will house some 3,800 families in Colonial red-brick garden apartments. At LIFE's Round Table Mr. Gross advocated steps to make housing industry more fluid and flexible. His suggestion (not accepted by most of the Table) was to open the mortgage field to commercial banks, thereby increasing amount of funds available and assuring a steady flow of money at low interest rates.



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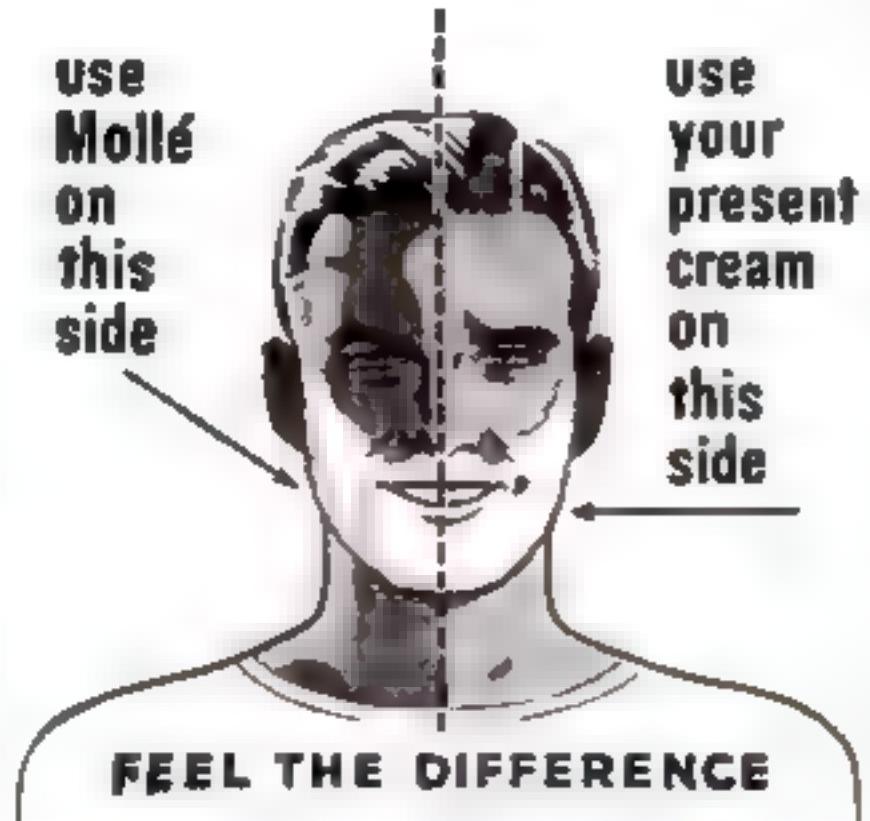
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HOUSING CONTINUED

have not gone up in price any more than anything else, and this claim is not so easily substantiated. The general index of industrial prices rose 65% from 1941 to October 1948, during which period it is estimated by the Dow Service that the price of houses rose about 108%. The builders counter with the argument that the automobile, that shining example of mass production, has gone up 100%. But they forget that the rise in building costs comes on top of housing's long record of failure to keep up with general industrial progress.

Of course the builders have been faced with steeply rising costs for both materials and labor. The latter are composed of two factors: 1) higher wages and 2) lower productivity per man. As far as wages alone are concerned, the rise is not excessive; the chief criticism against labor lies in its lower productivity—indeed several builders declared that they would gladly pay the higher wages if only the men would turn in a real day's work. Slowing up on the job, jurisdictional jealousies, disputes of various kinds—not to mention strikes—have increased the labor cost of a house; and even these high costs are again increased by the practice of some employers of offering premium pay far above the going union scale, against the will of the union leaders.

The labor representatives at LIFE'S Round Table—Richard J. Gray, president of the Building and Construction Trades Department of the A.F. of L., and Joseph D. Keenan, secretary of the Chicago Federation of Labor—admitted a great deal of this with frankness. However, they made three important additions to the debate:

1. At current building levels there exists a serious shortage of labor in the housing industry. Much of the present labor difficulty arises from the efforts of employers to meet this shortage through the use of inefficient and unskilled mechanics. At the same time, naturally, the shortage gives the worker a bargaining advantage.

2. Both of the labor leaders denounced the employers' practice of offering premium wages. At the instigation of Mr. Gray the Table unanimously agreed to call upon employers to respect the union scales and also, where possible, to establish better liaison with national union headquarters for the purpose of keeping the leadership informed of all new developments.

3. Even taking the rise in labor costs at its worst, it probably constitutes only about 30% of the total rise in the cost of a small house (with lot) from 1941 to 1948. The rise in materials costs represents about 46%. Thus the popular idea, expressed in so many hastily written editorials and articles, that labor is the chief cause of the high price of houses, is an exaggeration. Labor is a substantial cause but no more than 30% of the cause. Almost equal to the rise in labor cost is the rise in taxes, which, according to some estimates, are now roughly a fifth of the cost of the house.

Considering all the difficult obstacles against which they have had to work, it may be conceded that the builders of the U.S. have done a good job in the last two years. They have built, that is to say, about 1,800,000 houses. But the long-range question remains unanswered: can they bring the price of houses down to a point where the average American will have a reasonable expectation of buying or renting a new one adequate to his needs? Of all those present Mr. Levitt



FRITZ BURNS



This big West Coast builder places emphasis on architectural variety, quality and layout of streets. One of his houses is shown above. Careful with his specifications, Burns estimates 750 square feet enough for two-bedroom house, 1,000 square feet for a three-bedroom house—providing, however, that extra space, such as basement or attic, is added. Burns adds double garage, part of which most owners use for storage and spill-over.

was offering the cheapest house—\$7,990 for a two-bedroom house of 750 square feet of floor space (plus 550 square feet in the attic, which can be converted into two bedrooms)—and this in the high-priced New York area. Yet Mr. Levitt declared flatly that he could not rent his houses for less than \$65 a month. This is a high figure, in view of the fact that 65% of the nation pays under \$40 a month rent. Yet none of the builders present could beat Mr. Levitt's \$65, and for the most part they were renting their units at a higher figure and selling them in the neighborhood of \$10,000.

In the view of the American people, this is not good enough.

III. What Houses at What Price?

WHAT is the answer to all this? The Round Table was not disposed to look for any easy answer or to settle for any one answer. Nevertheless a number of basic suggestions emerged which, when added together, throw a far more hopeful light on the industry than the frustrated public would expect. No one of these suggestions won the agreement of everybody at the Table. The attitude of the members as a whole, however, was that they were all worthy of consideration and that, in combination, they might bring about the profound change, the "revolutionary evolution," that the industry so desperately needs.

Most of the members felt it necessary to distinguish between the short-term outlook of the industry and the long-term outlook. And as far as the short term is concerned, many could see the end of the violent seller's market that has prevailed up to now, in which the normal forces of competition have been nullified. There are signs that a far more competitive situation is developing. This was emphasized by Fritz Burns, the big California builder, president of Kaiser Community Homes. "Builders," said Mr. Burns, "build \$12,000 houses until they start having some of them stand around, and then they go down to \$11,000, then \$10,000, and so forth. Most of the new programs that I know of on the Coast contemplate \$7,000 houses, if you please. You say, 'Why haven't they done it before?' Well, it just doesn't work out that way." Mr. Burns was supported in this view by his fellow Californian, Cliff May, talented architect and author of *Western Ranch Houses* (in collaboration with *Sunset* magazine). Mr. May said that small builders, like labor and the materials people, had been charging all the market would bear but that they would get their prices down as soon as the situation becomes competitive.

Most of the effects of the new competitive forces will probably be felt in the higher-price brackets. There are no clear signs that the really low-cost builder can bring his price down in the immediate future without at the same time cutting on quality and living space. For the short range it would appear that, by and large, the really low-cost builder is producing about as much house for the dollar as the public can expect under present conditions. A significant change may have to await long-range developments.

The long-range prospect

THREE are many men in the big, sprawling housing industry who have long-range ideas for bringing the price of houses down. LIFE could not invite them all to the Round Table. Nevertheless several extremely significant ideas were represented, and their united impact, if they were all successfully developed, would go far toward revolutionizing the industry in the direction of giving the consumer more house for the money.

Three of these ideas are illustrated on pages 74 and 75. The first is that of Mr. Levitt, who finds his solution in size. Mr. Levitt's point is that the builder is always pushed around by factors that are too big for him. He himself should become big. Especially, he should be big enough to force the manufacturer of materials to sell to him direct, instead of having to pay retail prices to a dealer for everything he buys.

The second idea is that of Frederick H. Allen, housing and planning consultant, who proposes to set up a giant \$100 million "General Housing Corp.," some of the advantages of which are listed on page 75.

The third idea is that of Carl G. Strandlund, the fighting president of the Lustron Corporation. His idea is to adapt the principles of the automobile industry to the housing industry—to design and build a complete house at the factory and then ship it to a dealer who will erect it at the site. Mr. Strandlund even goes so far as to talk of yearly models for his Lustron houses.

All of these ideas have their limitations. Labor's Joseph D. Keenan, for example, pointed out that Mr. Levitt's solution is no answer for



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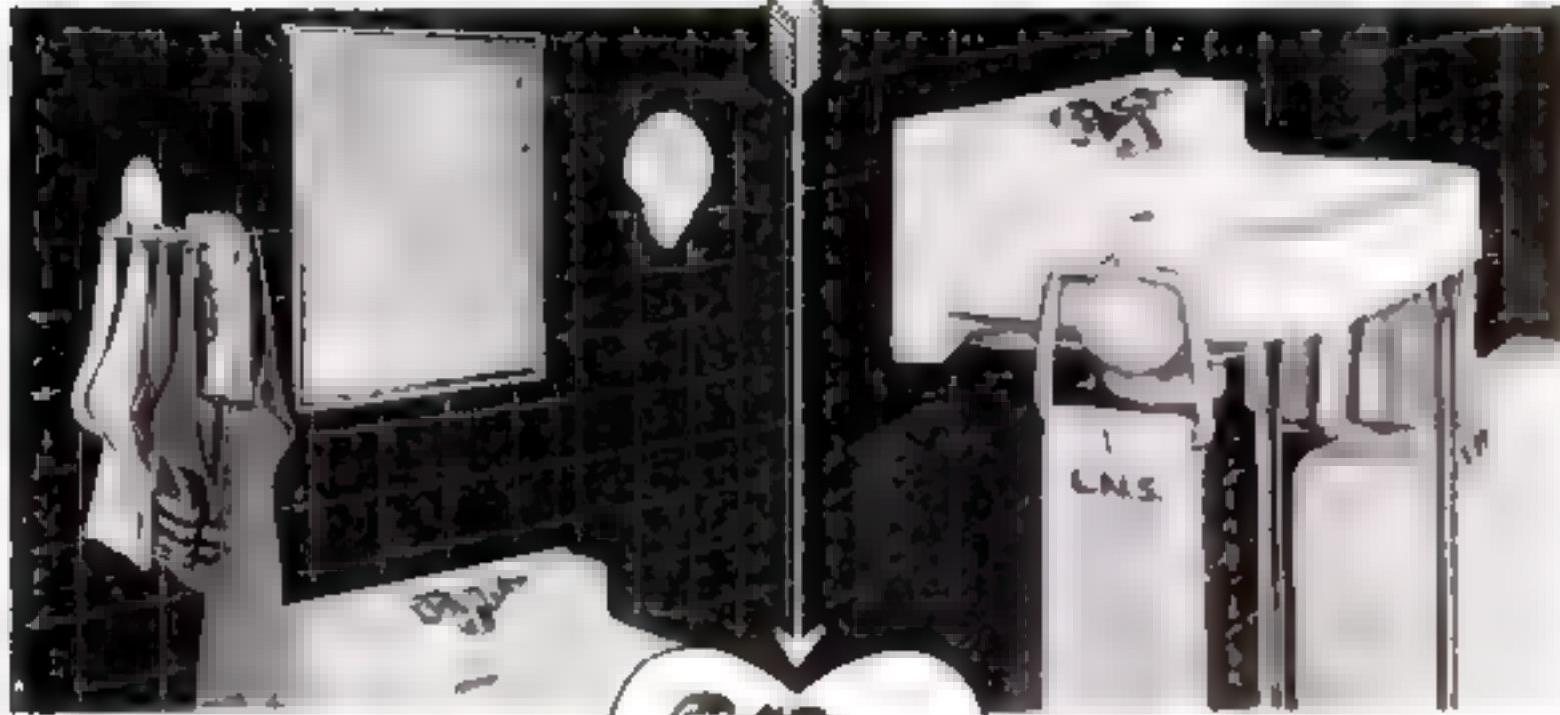
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HOUSING CONTINUED

the relatively small builders, who put up most of the nation's houses but whose markets are too restricted to permit them to use the Levitt technique. Mr. Keenan was strongly backed up by Frederick K. Weyerhaeuser, head of the great Weyerhaeuser lumber interests. "The business of supplying lumber to a community," Mr. Weyerhaeuser said, "requires shipments to many people. Someone has to bring it all together, warehouse it, provide the trucking facilities, carry the inventories and even furnish the capital and credit for local customers. The retail dealer has been the fellow doing all that." Mr. Weyerhaeuser did not see how he could be dispensed with. Bror Dahlberg, chairman of the Celotex Corporation, was equally emphatic that the retail dealer is indispensable to the industry.

One exciting feature of these three ideas, however, is that they fit together and supplement each other. Thus, while the Levitt idea is no help to the small builder, the proposed setting up of a big "General Housing Corp." might aid him tremendously. Moreover Philip M. Klutznick, president of the big American Community Builders Inc. of Chicago, pointed out that the Lustron idea could serve either a big development, such as his own, or the needs of the small builder. Fritz Burns of Los Angeles was also open-minded. His own technique, he explained, is a mixture. His houses are built partly at the factory, partly at the site.

Design

BUT now, even assuming that these approaches are developed, and assuming also that a certain amount of stabilization can be provided by intelligent government action, there is one big element lacking in the industry today which must certainly be provided in the future if anything approaching the necessary "revolution" is to take place. This important element is *design*. It was the feeling of many at the Table that the present houses are not good enough. There is something primitive, something crude about them, which fails to meet the real needs and standards of the American people. To use the analogy of the automobile again, the question in the consumer's mind is not merely "how much does it cost?" but "how good is it?" The modern American automobile is not the cheapest thing on four wheels that could be built; it is a compromise between price and a very high standard of quality. People want the "extras"—the extra power, the extra looks, the extra gadgets. This is a point of utmost importance in American merchandising, which it is necessary for the housing industry to grasp.

What the housing industry faces, therefore, is not a straight-line production problem of building the cheapest possible house; it faces, rather, the problem of producing *much more house for the money*—larger, better adapted to family living, more flexible, more available at different sites, and so forth. And according to Henry Wright, managing editor of ARCHITECTURAL FORUM, this is primarily a problem in design. Mr. Wright pointed out, for example, that the size of a house cannot adequately be measured in square feet; it is a question of livability (and not necessarily at increased cost). He cited several examples from the Lustron house. The Lustron heating system is an entirely new design providing radiant heat from



HENRY WRIGHT

His own house (above) illustrates his estimate of the importance of *design*. Situated in Rye, N.Y., it is part of a community which Mr. Wright helped to develop and where he has tried out many of his design ideas. He uses his house for architectural experimentation. For example, he has learned how to make a small bedroom seem much larger by building in the chests, bureau and closets on one wall and opening the other wall to the outdoors.



the ceiling. The heating plant itself is mounted in the utility room up against the ceiling, thus saving space. Lustron also has built-in storage equipment in the form of closets with sliding doors, which are spacesavers, and the doors to the bedrooms are also sliding. "That has something to do with how many square feet are 'adequate,'" Mr. Wright said. A good design can give the impression of size even in a relatively small house. "You can borrow space from one activity area for the benefit of another activity area. For example, the notion of opening the kitchen to the rest of the house is, I think, something that can be defended not just as an expedient but as a socially desirable thing, because people like to talk back and forth. But whether this is a feasible thing to do hinges upon whether you can get rid of kitchen odors and grease.

"Automobiles perform a lot better today than they did in 1928. In my opinion performance is going to begin to be a word that we shall apply to houses. Even if you are not prepared to concede that the big builder today delivers anything striking in the way of value, I am thoroughly convinced that he will tomorrow, simply because he can afford to spend the time and effort to put new developments into his designs."

Mr. Wright was backed up by Cliff May, whose specialty is building into higher-priced houses this very imagination that low-cost houses at present lack. "One sentence," said Mr. May, "has been repeated here several times—that we are being priced out of the market. I think we are being priced out of the market for the kind of house we have to sell. I was very much impressed by the Levitt development, seeing those thousands of houses. I feel that those houses have sold like hot cakes, so to speak; but I have a feeling that a lot of people are just perching there.

"This Table has agreed that today's houses—and I am speaking of the Levitt houses among others—are superior to those that we built 10 years ago. Such houses do represent better specifications. But they do not have a better design. They do not represent a better way of living."

It is a way of living that a man and woman buy when they buy a house. And, after all, the fundamental trouble with the housing industry is that it is still building and selling a product that was originally designed for a way of living very different from that of an industrial age. Houses are still constructed of 30,000 or so different parts, still for the most part sawed to fit, nailed together and covered with seemingly endless coats of plaster and paint. This sluggishness in design is not altogether the fault of the industry but has to do with the tastes and living habits of the people. But in any case it is possible to say that the necessary "revolution" in housing cannot come until builders are ready to produce, and the public ready to live in, a revolutionary house.

Judging by the builders at LIFE's Round Table, something of this has already touched the industry: they are pressing restlessly against the limitations of this product and are open-minded toward anything new. They spent a good deal of time joshing Douglas Meredith, the Table's financial representative, on the conservatism of the financial people; and a good deal of evidence was brought forward to show that the reluctance of financial institutions to take anything novel as security on a loan has hitherto been a brake on the industry. Yet Mr. Meredith, while admitting the conservatism of his branch of the industry, showed this same open-mindedness toward the new. "Some of us in the lending business," he said, "when we have had an opportunity to do a little preaching, have admonished the industry as a whole to keep abreast of current developments. But I have no hesitancy in saying that financial institutions cannot sit back comfortably and say to the building industry, 'You must solve the housing problem.' Personally I believe—and believe very strongly—that financial institutions themselves have a responsibility to keep loan patterns abreast of new developments."

IV. The Devil Is the House

SO, even though tied to the past in many of its practices and concepts, the housing industry shows promise of mastering its complex problems, providing it is given a chance. But what is this chance that the industry needs? To put the question another way: who is the Devil that is holding the industry back? Some reply, without hesitation, labor—and offer a panacea. Others think that the Devil is the materials manufacturer with his high prices—and offer another panacea. Still others think he is the builder—and offer still another panacea. Yet none of these panaceas will work because the Devil is none of these. *The Devil is the product itself: the Devil is the house.*

It is the nature of the house, as the LIFE Round Table sought to

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HOUSING CONTINUED

show, that makes everything so difficult; the fact that it has to be connected with water mains and sewers; the fact that it has to be fitted into a community; the fact that it has to conform with safety codes and zoning regulations; the fact that it has to be financed; the fact that it has to be designed for the intimate personal needs and tastes of free people, each of whom delights in individual development. This—the product itself—is what holds the industry back.

The average American, however, has not stopped to realize this. The average American has been encouraged by the age in which he lives to believe that his dream of a low-cost house of his own can and ought to be realized. It is well for him to cherish his dreams: they provide the impulse for the future. But the big chance that the housing industry needs is that those who have influence over its destiny—the public and the public's elected representatives—should approach it from a standpoint of hard-boiled economics. Despite its shortcomings the industry is a prime example of the competitive free enterprise system; it has created more houses (and recently, more houses more quickly) than any housing industry anywhere. The danger is that if it is judged entirely on the basis of dreams and hopes, which it cannot realize all at once, laws will be enacted and programs launched that will imperil its own enterprising developments.

Moreover the critic of housing must guard against falling into a confusion. That the industry is unable to build enough houses for the dollar for the economic group (that is, for those who have some chance of paying the full price) is one question. That the industry is unable to build any house at all for the uneconomic group (that is, people who have no chance of paying the lowest current price) is another. Only by solving the first question on the basis of economics does it become possible to solve the second by other than economic judgments—that is to say, ethical and social judgments. The two ought not to be confused.

And for this same reason, as Mr. Klutznick pointed out, private capital ought not to set itself in stubborn opposition to intelligent public housing; it ought, rather, to welcome government efforts gradually to eliminate the curse of slum areas from our society, for example, and thus to remove from the private builder the onus of the impossible. As long as public housing is limited to those areas where the considerations are primarily social and moral, private enterprise is free to do a job where the considerations are primarily economic. To this, of course, Senator Flanders would add that governments should increase their social building in bad times and decrease it as much as possible in good times.

All of the members of the Round Table would not have agreed with this conclusion, for some did not believe in public housing at all. But, as stated at the outset, any decision regarding a public housing policy ventures beyond the housing problem itself. And as far as housing itself is concerned, the Table agreed with Cliff May that housing is not just a production-line problem but a problem of a way of life. That is a yardstick which can serve the industry well, whether it is applied to slum clearance, or Mr. Levitt's long, efficient rows, or Mr. Klutznick's city, or Mr. Gross's garden apartments, or Mr. Burns's solid values, or Lustron's well-designed "revolution"—or to the little dream house itself, nestled among its imaginary hills.

SOME CONCLUSIONS OF THE LIFE ROUND TABLE

1. For the short term, housing looks more competitive. This may drive prices down but will probably not affect the low-cost field very much.
2. The industry has ideas for bringing low-cost prices down in the future, three of which are outlined herein.
3. The present high cost of housing cannot be attributed to any one factor—labor, materials, finance or the builder. It is caused by the nature of the product, which resists industrial mass production. (Lustron dissents.)
4. Some think the hope for a really low-cost house centers largely around the question of design. The real revolution in housing awaits the revolutionary house.
5. Consumers want more house for the money and, especially, more space. Builders will make a mistake if they try to cut prices by cutting further on living space.
6. A house is not just a box; it is a way of life.

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The Chicago Acro-theater is the only theatrical organization in the U.S. which puts on full-length plays whose action takes place mostly in mid-air and whose plot unrolls largely in flying leaps and double somersaults. The theater was founded two years ago by the University of Chicago's Gymnastic Coach Erwin F. Beyer and some pupils who decided to create a new art form by combining acrobatics with drama. Last month the Acro-theater put on its second two-act play called *The Magic Rope*. It deals with the education of a prince who is taught kindness and wisdom through the athletic antics of his subjects. Audiences crowded the university theater for two performances and clamored for a third. But Coach Beyer, who wrote, directed and acted in the play, took a dim view of this. His efforts had sent him to a hospital with a bad case of nervous rigidity.



AIRBORNE "PROFESSOR," bounding happily off a trampolin, reads a lecture on wisdom to the prince (right).



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HIGHFLYING Coach Beyer performs straddle leap in a "be kind to animals" scene. His wife made the costumes.



STRUGGLING HANDMAIDENS, who ran into some nice men while visiting the prince's hospitable kingdom, express voluble reluctance to leave as they are carried

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